



El Paso Downtown 2015 Plan

City Plan Commission – Community Meetings

September 2006

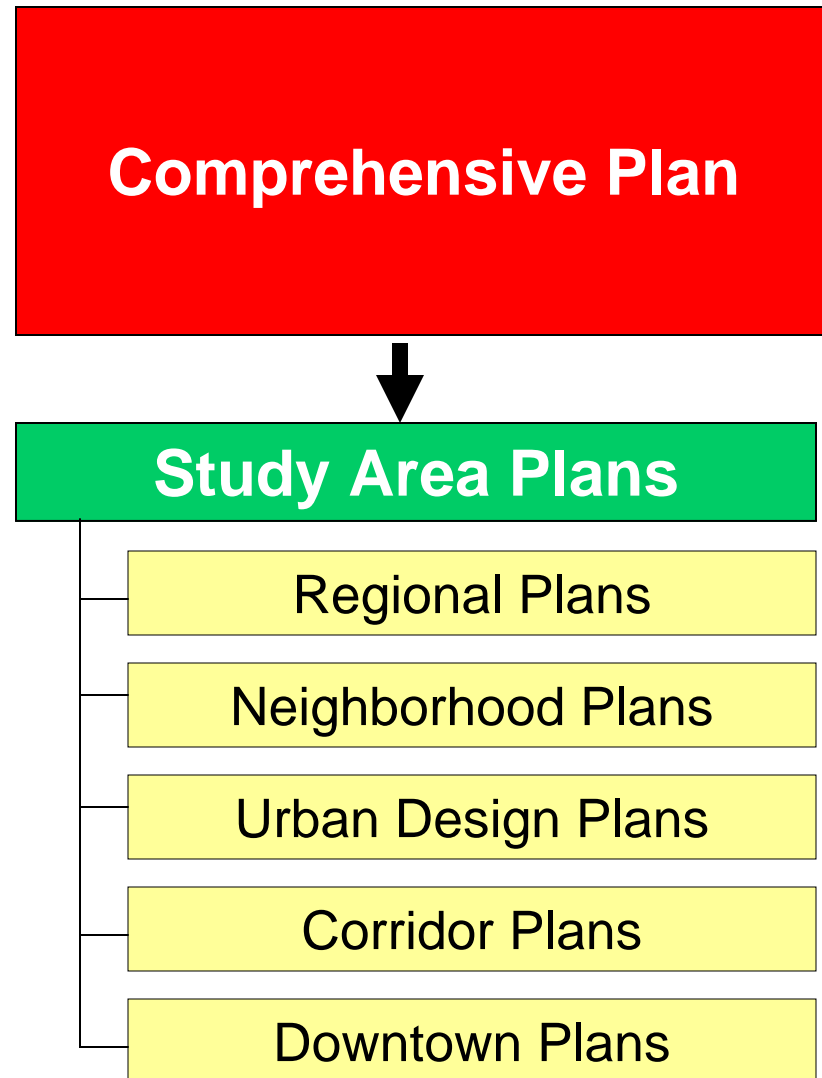


City Development Plan Adoption Process

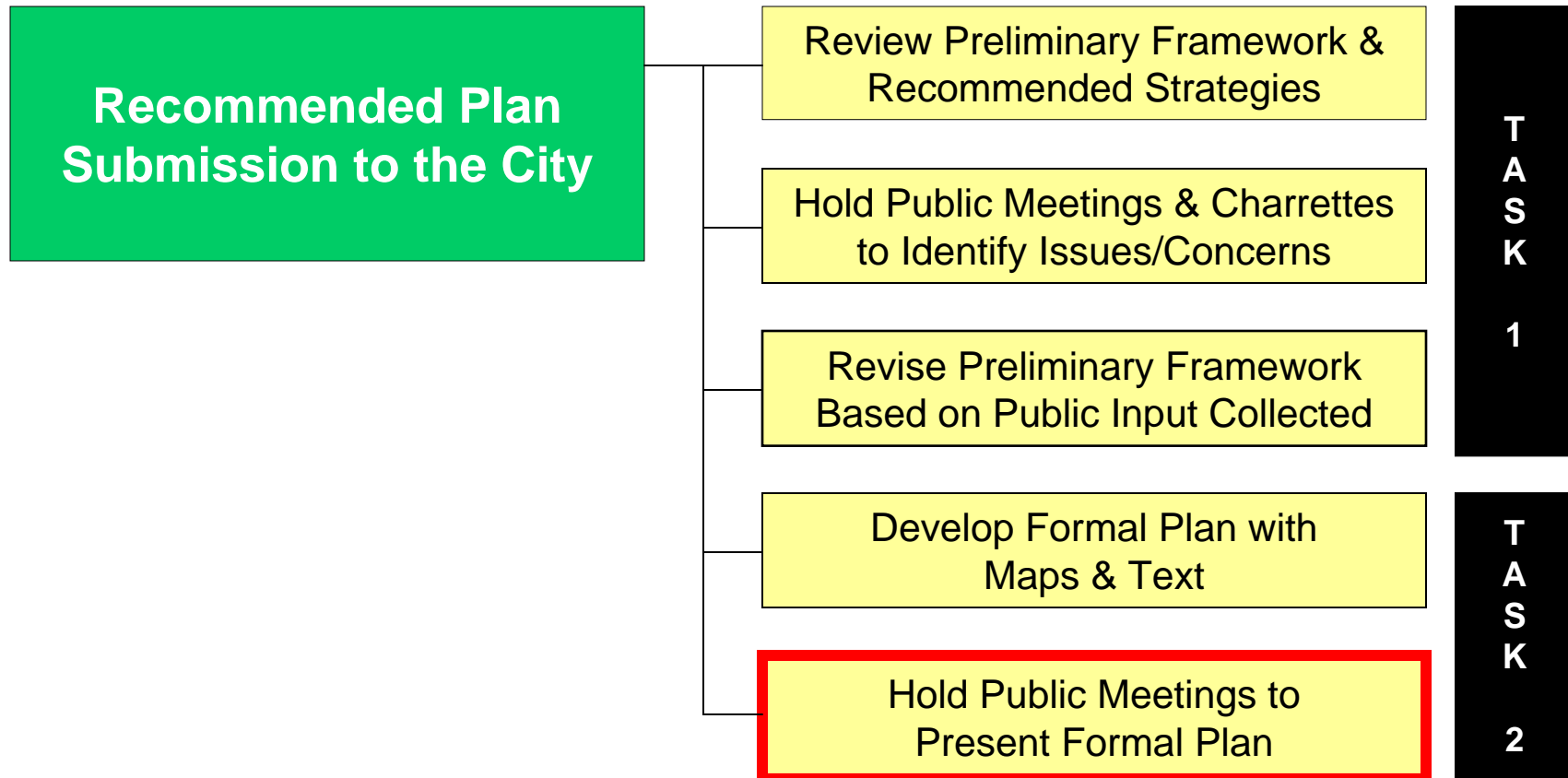
Comprehensive Planning Process

An adopted official statement of a community that sets forth future broad-based policy of the community in terms of physical, social & economic values.

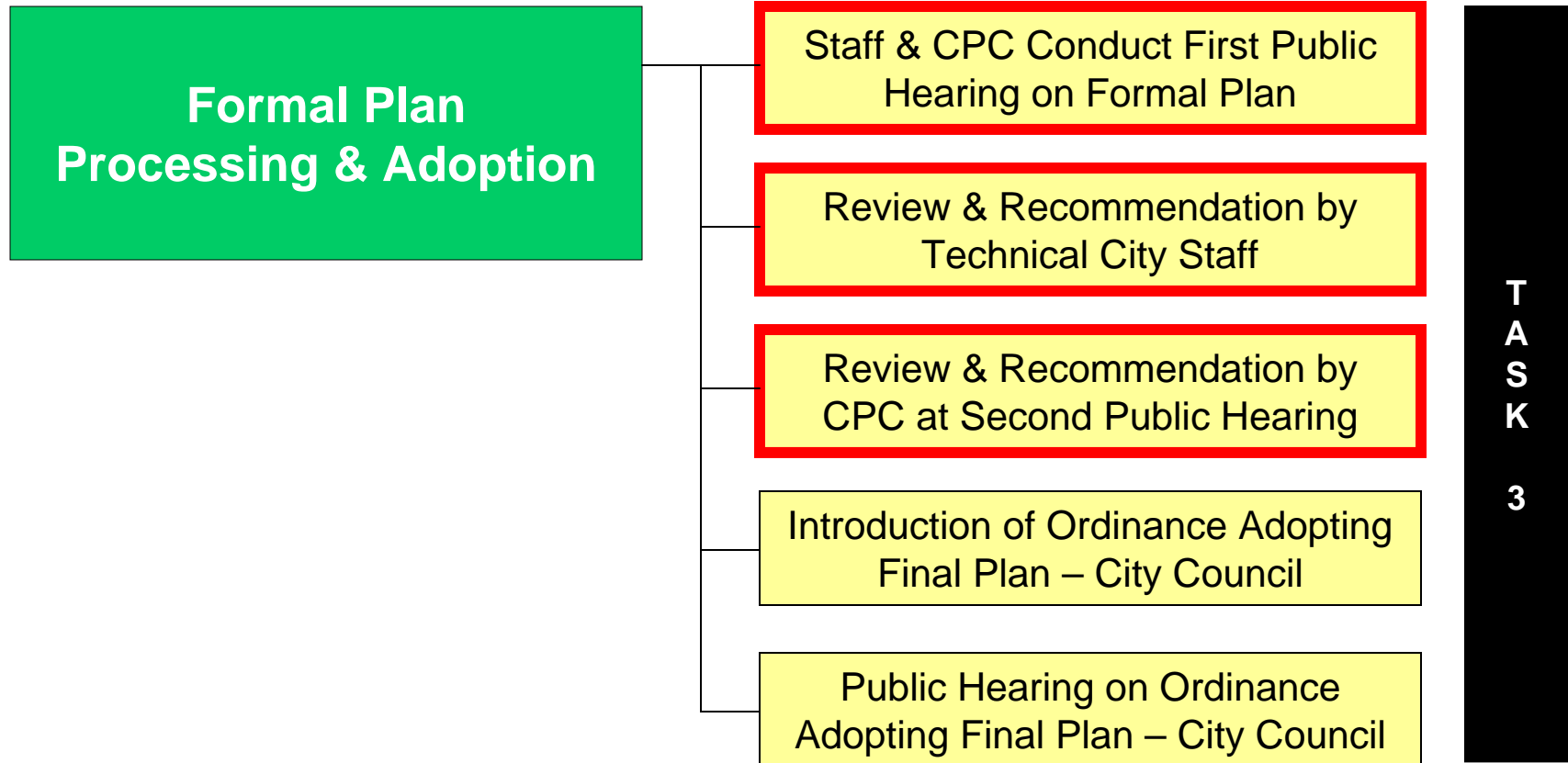
Serve as addendums to the adopted comprehensive plan & focus on specific geographic areas of the community. These plans are intended to provide more detailed goals, policies & guidelines; describe land use patterns specifically; & propose a shorter program for implementation.



City Development Plan Review



City Development Plan Review





Overview of Project History

Project History

2004 **Paso Del Norte Group Foundation (PDNG) takes the lead**

2005 **City Council commits \$250,000 to PDNG toward development of a Downtown Plan**

- Total of \$759,000 secured by the PDNG for this effort
 - \$250,000 City of El Paso
 - \$259,873 EDA Grant
 - \$250,000 Private Sector
- PDNG remains the fiscal agent

SMWM planning firm hired by PDNG



Project History

SMWM Scope of work:

- Phase I, Preliminary Framework (the visioning strategy)
- Phase II, Land Use Plan (specific land use recommendations following community input)
- Phase III, Formal Land Use Plan (with phasing & implementation strategies)

March 2006 Preliminary Framework presented by PDNG to City Council

City Council acceptance & direction to City Manager to commence public process & forward recommendations

SMWM to serve as City's consultant



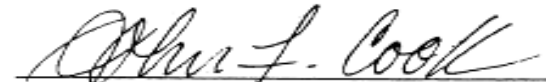
RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the City Council accepts the plan for the revitalization of downtown El Paso submitted by the Paso Del Norte Foundation and that the City Manager be authorized to commence the public process necessary to prepare a recommendation for City Council regarding an amendment to the City of El Paso Comprehensive Plan to incorporate the Paso Del Norte Foundation proposal.

ADOPTED this 31st day of March 31, 2006.


THE CITY OF EL PASO


John F. Cook, Mayor

ATTEST:


Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM: ..


Sylvia Borunda Firth
Assistant City Attorney



Project History

July 2006 **Revised Preliminary Framework presented by City / SMWM to City Council**

City Council approval of Preliminary Framework (Phase I); approval of Resolutions

Phase II commences





Synopsis of Emerging Issues

Public Input

CONCERN / ISSUE	RESPONSE
Lack of public input during plan visioning process	Preliminary Framework developed to foster public input
Restarting plan process	Plan development process allows public input & change; seeking City Council authorization on Preliminary Framework to advance project
Rescinding City Council acceptance of PDNG Plan	Direction given to City Manager to seek public comment, finalize the plan development & submit recommendations to City Council; Acceptance does not mean Approval or Adoption
Protection of historically & culturally sensitive buildings & properties	Plan will identify & pursue opportunities for preservation; Value Statements & Map Changes
Consideration for ADA accessibility throughout the area	Formal Plan & Project implementation will follow federal, state & local standards



Plan Design

CONCERN / ISSUE	RESPONSE
Need & basis for downtown revitalization	A vibrant downtown area will enhance economic opportunities citywide; Significant decline in housing stock, diminished tax base & deteriorating building & property conditions
Demolition of 127 acres of the Downtown Area	Preliminary Framework does not call for demolition of 127 acres; Value Statements & Map Changes
Size of Study Area	Study Area reflects the scale & scope of five planned districts that serve as catalysts for downtown redevelopment
Compatibility & linkages to adjacent properties & neighborhoods	Will be specifically addressed in design standards for districts; Value Statements & Map Changes
Significant blighted buildings are not included in the redevelopment area	All areas of the Downtown Plan will be addressed with priority efforts for code enforcement



Plan Design

CONCERN / ISSUE	RESPONSE
Sensitivity to design of new development	Will be specifically addressed in design standards for districts; Value Statements
Extension of First Street	Recommended as the single most important action to deliver a new multi-faceted retail mixed use development
Incorporation of public transportation	Transportation components (vehicular & pedestrian) have been considered in the Preliminary Framework & serve as critical linkages to the districts; will be detailed in the formal plan development
Districts & projects need to maintain El Paso's unique heritage & culture	Plan development will incorporate unique El Paso flavor; next phase formal plan development will incorporate design standards



Residential

CONCERN / ISSUE	RESPONSE
Displacement of residents	Implementation strategies will address housing replacement as catalyst projects; Value Statements & Map Changes
Creation of other culturally sensitive neighborhoods	Plan will address creation & development of special districts; Value Statements
Types of residential mix & affordability	Approximately 500 housing units are proposed to be replaced as an initial catalyst project; Value Statements & Map Changes
Location of proposed housing	New affordable housing will be provided to any displaced resident within the Downtown Area; Value Statements & Map Changes
Relocation assistance for residents (temporary & permanent)	Implementation strategies will include relocation & financial assistance; Value Statements



Commercial

CONCERN / ISSUE	RESPONSE
Razing of historic or other significant buildings within the area	Plan will identify & pursue opportunities for preservation; Value Statements & Map Changes
Location & need for an arena	Recommended as an anchor catalyst project, however expansion of the district will allow for other location considerations
Displacement of existing businesses	Expanded retail areas will create synergies between existing & new retail business; Value Statements
Introduction of large-scale retailers & impact to small business	Implementation strategies will require prototypes that preserve local business; Value Statements
Lack of feasibility & marketing analyses to support retail growth	Preliminary economic study & retail impact analyses conducted by Oster & Graven; indicates area will support an expanded retail area



Commercial

CONCERN / ISSUE	RESPONSE
Impact of plan recommendations on cross-border trade	Proposed Preliminary Framework maximizes cross border trade opportunities
Types of commercial / retail mix	Addressed by five district components & opportunities for linkages; detailed land use considerations will be part of next phase plan development
Location & type of parking	Parking is addressed as a critical component of the Preliminary Framework; detailed parking standards will be part of next phase plan development
Relocation assistance for business owners and tenants	Implementation strategies will include a program for relocation, replacement & development of new opportunities; Value Statements
Need for job training & workforce development in the area	Implementation strategies will include a job training focus for area residents; Value Statements



Financial

CONCERN / ISSUE	RESPONSE
Estimated cost to implement redevelopment plan	This analyses will be addressed as part of the next phase formal plan development; Value Statements
Effect on taxpayers due to redevelopment plan	Will be analyzed as part of implementation & funding recommendations; Value Statements
Lack of information regarding incentives to be offered	Incentive packages under consideration & development in the City's Economic Development Office & citizen taskforces; will be part of next phase formal plan development
Loss of private ownership to a REIT	Local investment opportunities will be included in implementation strategies; Value Statements
Impact of renovations to assessed valuations	Looking to increase property values within the area to increase economic development opportunities



Financial

CONCERN / ISSUE	RESPONSE
Opportunities for local investment	Implementation strategies will encourage new public & private investment; Value Statements
Other catalyst projects as investment drivers	All opportunities will be considered; key catalyst projects are necessary to jumpstart the success of the redevelopment effort
Federal, state & local funding repayment	Areas identified & repayments will be made where necessary; next phase formal plan development will look to minimize these impacts
Need for a Tax Increment Financing Zone (TIRZ)	Seen as an implementation funding strategy that may be considered to target tax dollars into the area; requires future City Council action
Lack of feasibility & marketing analyses conducted to support plan	Preliminary economic study & retail impact analyses conducted by Oster & Graven; supports increase in retail expansion



Implementation

CONCERN / ISSUE	RESPONSE
Deadline for plan adoption	Plan adoption will follow ordinary study area plan analyses & processing; Value Statements
City's commitment for plan implementation	Implementation & funding strategies will be addressed in next phase formal plan development
Establishment of Redevelopment Office to guide actions of the plan	Hiring for City Redevelopment Office within Economic Development Department underway; Value Statements
Code enforcement priority to area	Ongoing effort; implementation strategies will focus on expanded efforts; Value Statements
Compliance with adopted plan if Real Estate Investment Trust (REIT) is created	All investment & development in the area will be required to follow City Council adopted plan



Positive Input

Change is necessary to create an environment for living, working & recreating in the downtown area

It is time for a vibrant & distinctive downtown

Important cultural, community & historic resources can be a feature of a revitalized downtown

Downtown is an asset for all El Pasoans & creates economic development opportunities throughout the community

The City needs to consider services & amenities in the area for current & future generations

Downtown needs to be thriving to serve both El Paso & Juarez and be a model for a successful international city

Downtown must take an expansive role as a center for jobs & business opportunity for downtown residents & for the region as a whole

Downtown can play a critical role in added & improved resources for the youth of the area

The plan should deliver significant new & improved housing for all income levels





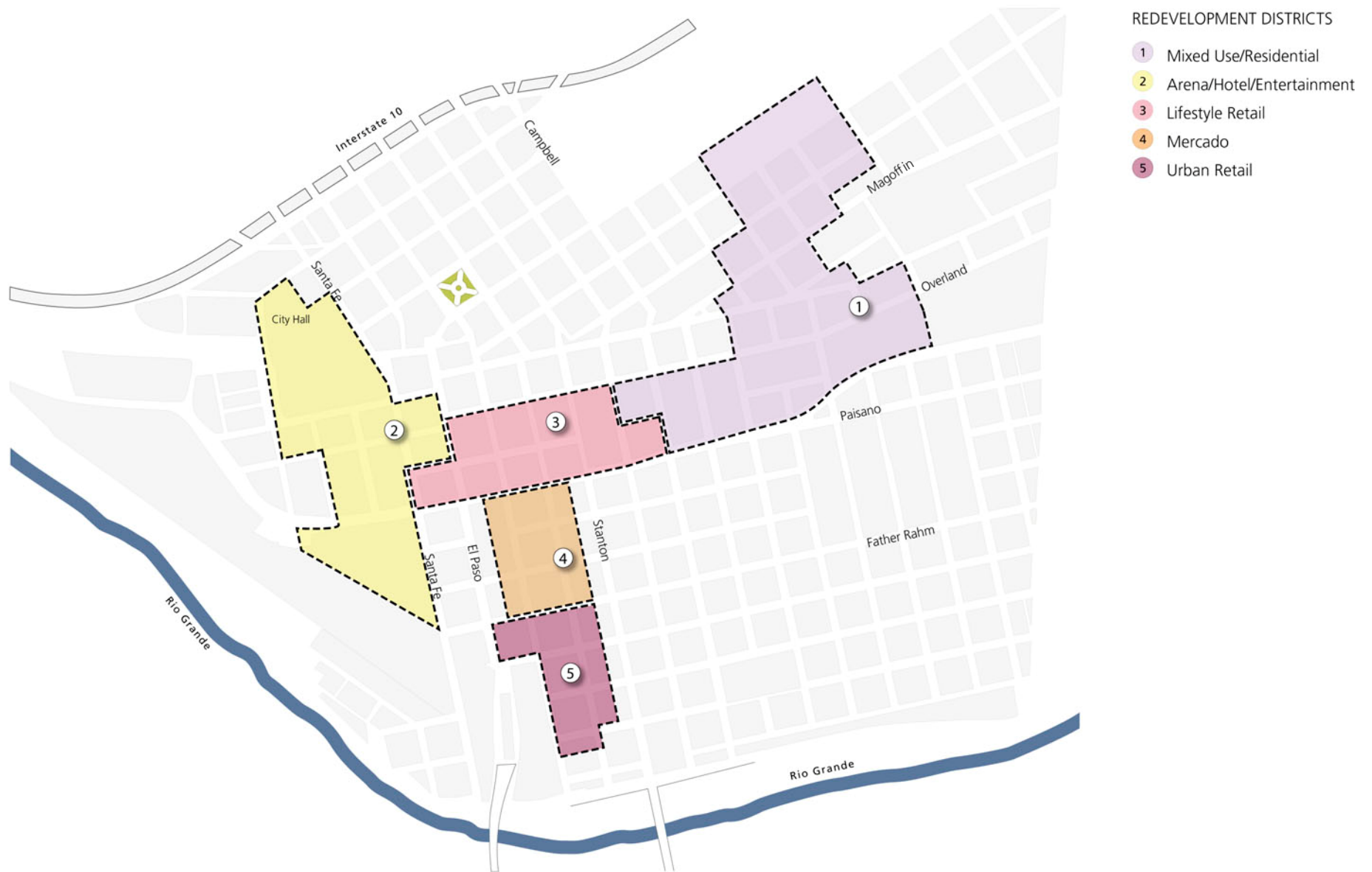
Downtown Redevelopment Plan – Listening to the Community

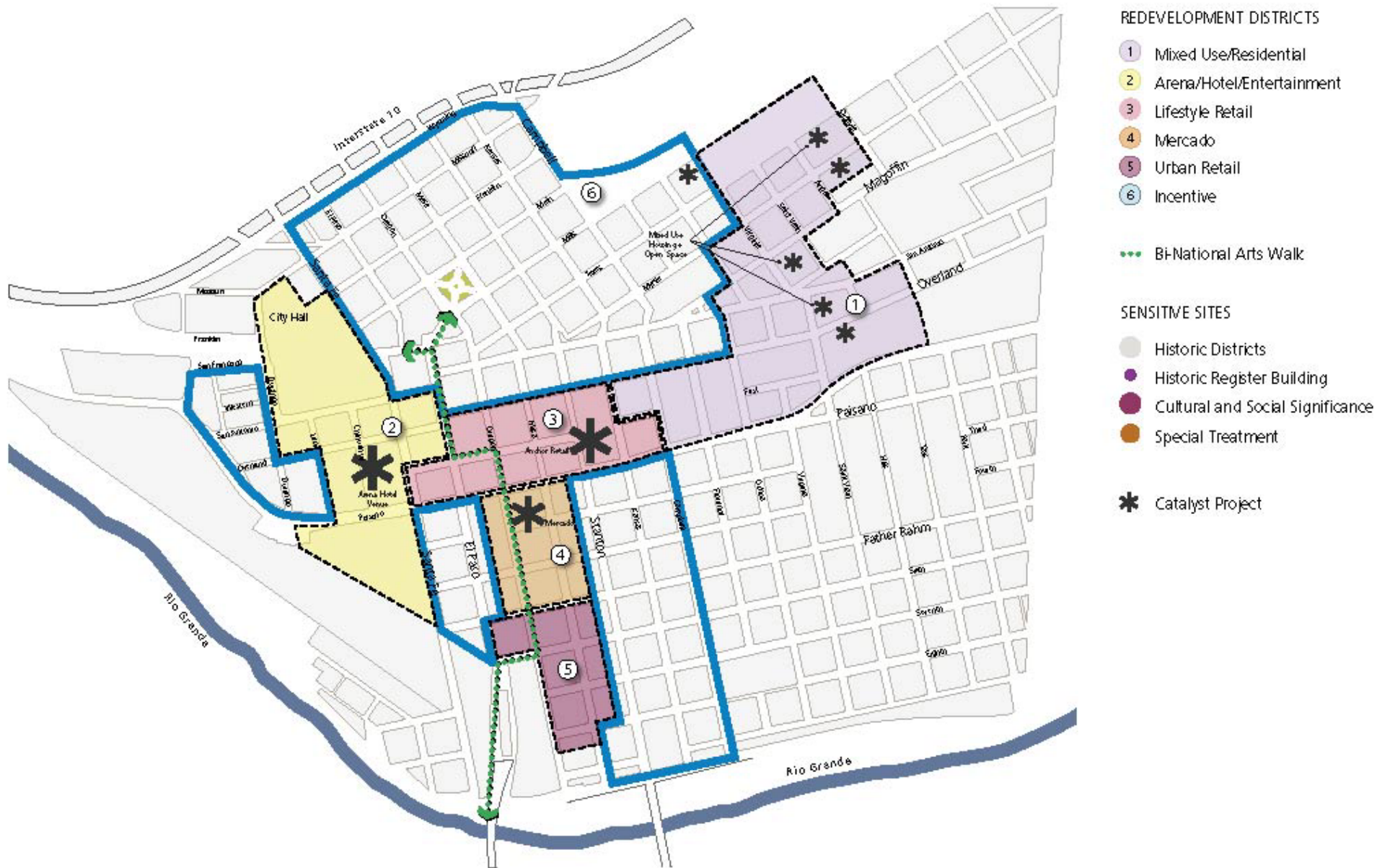


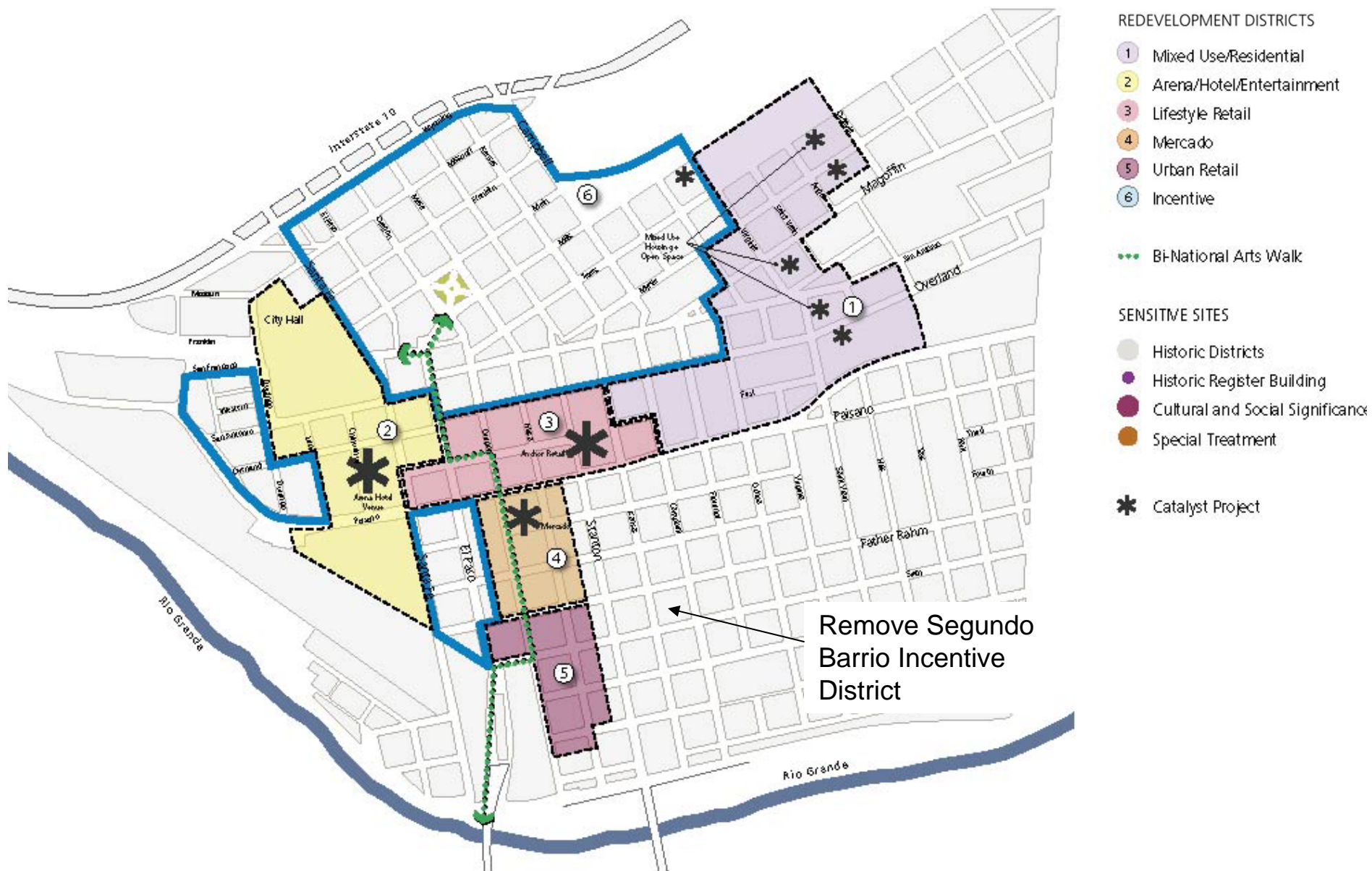




Redevelopment Areas Comparison: Preliminary Plan and Revised Plan

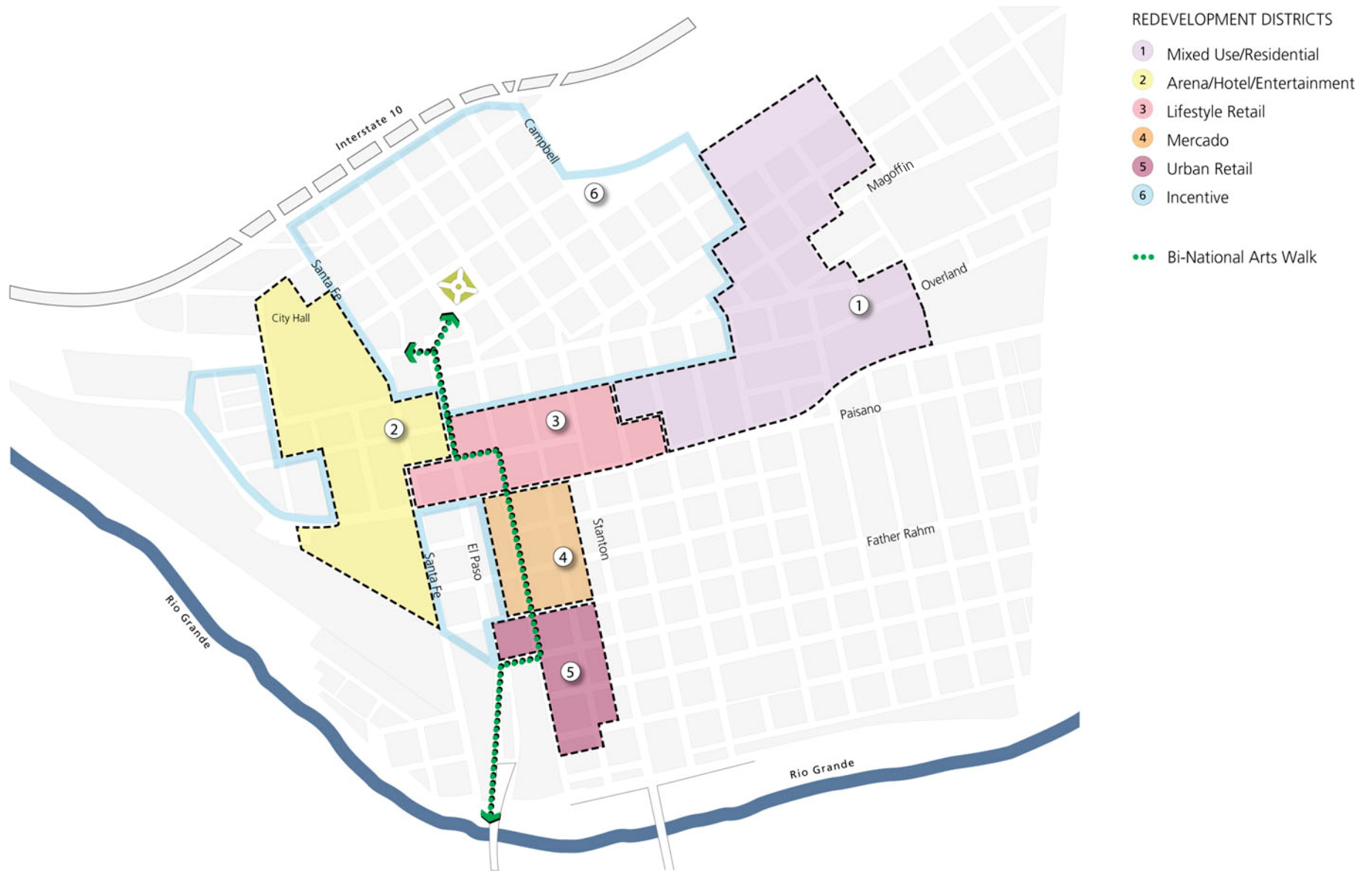


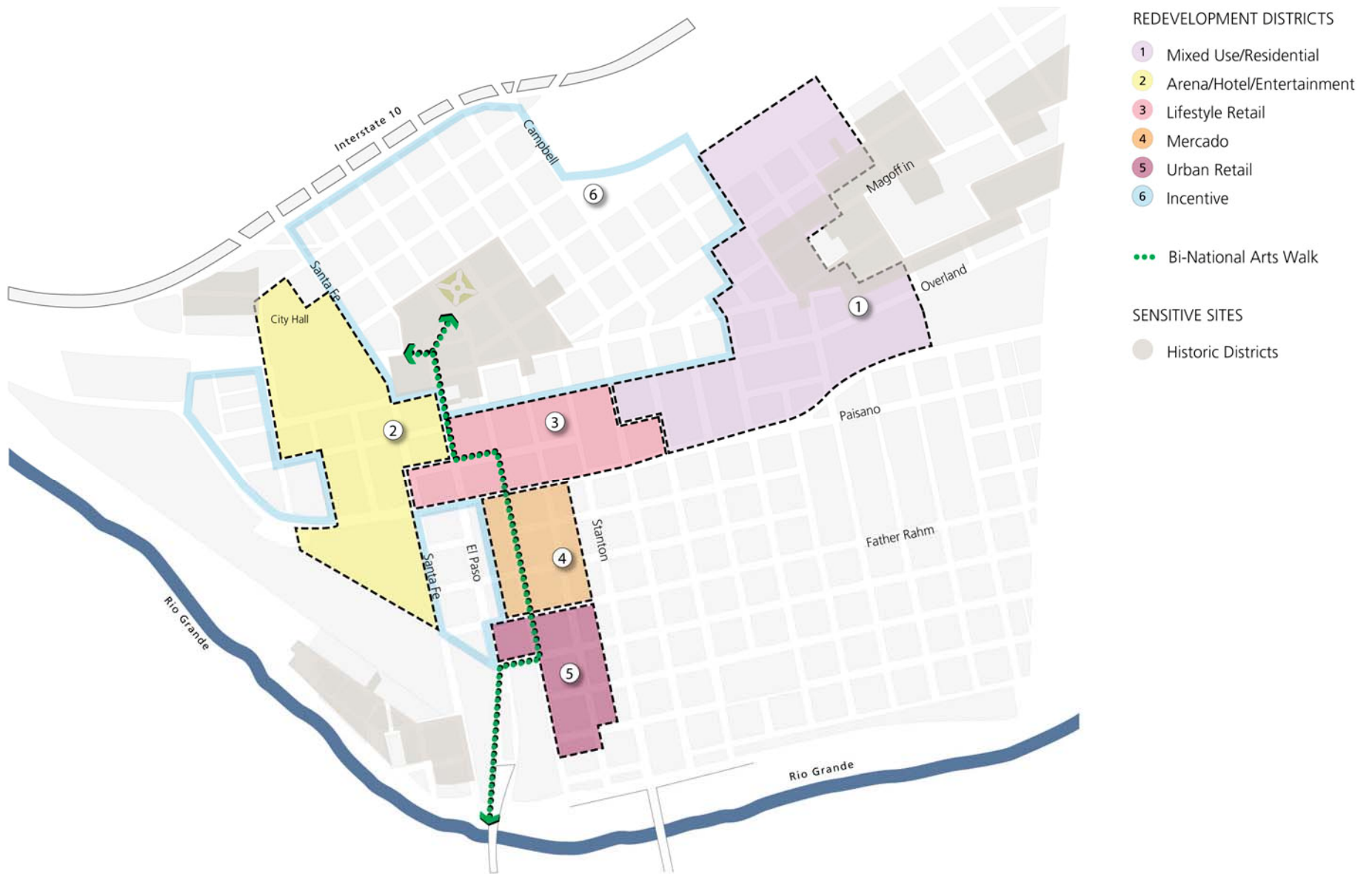




Segundo Barrio – Neighborhood Preservation and Improvement Plan

- City staff will work with the community to develop own neighborhood plan
- Incentive area removed east of Stanton
- Respect for existing history – buildings, people, community icons
- Focus on youth, education and recreation
- Focus on creating a variety of high-quality housing for area residents
- Focus on creating jobs for the community



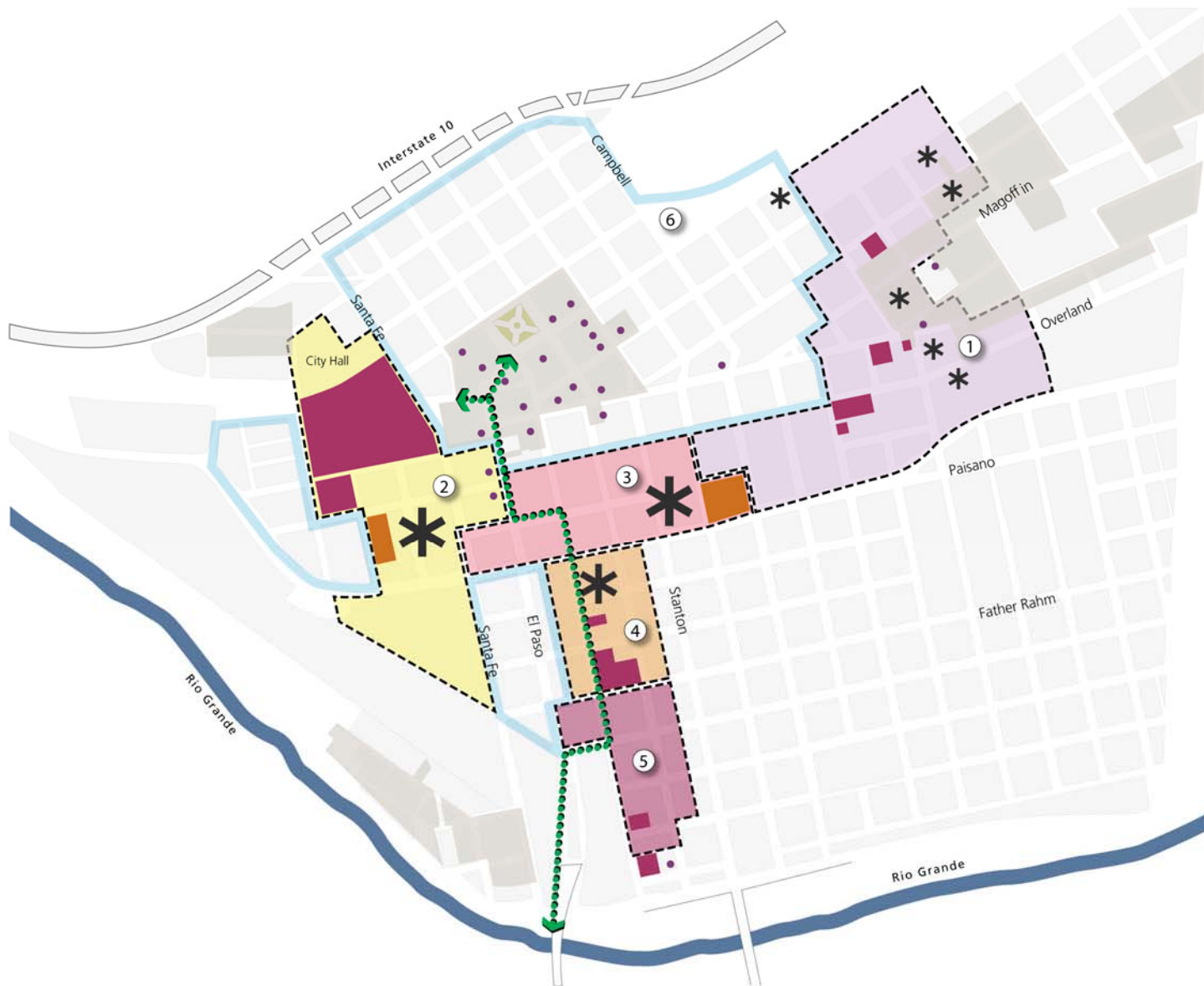






Sensitive Sites: Cultural & Social Significance





REDEVELOPMENT DISTRICTS

- 1 Mixed Use/Residential
- 2 Arena/Hotel/Entertainment
- 3 Lifestyle Retail
- 4 Mercado
- 5 Urban Retail
- 6 Incentive

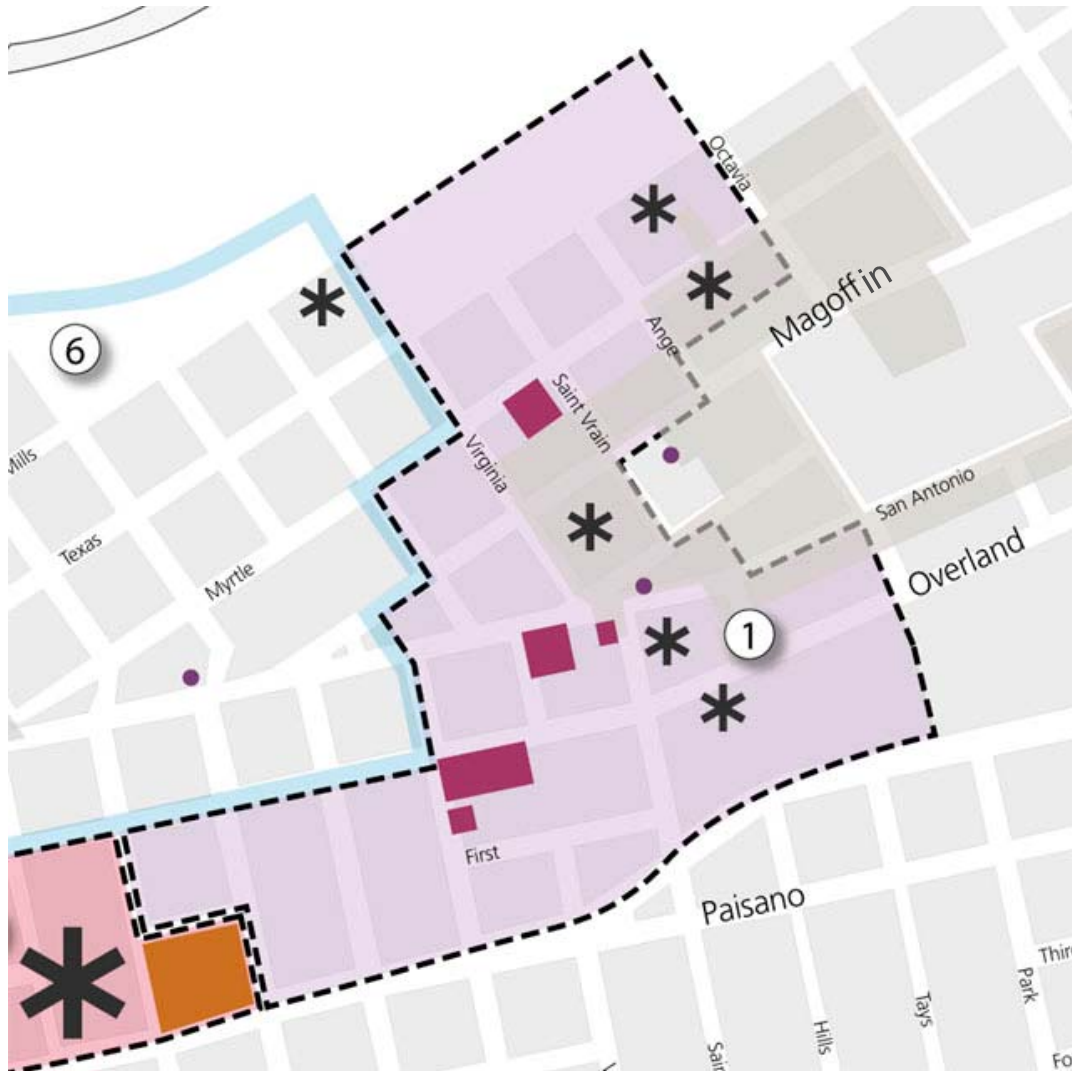
... Bi-National Arts Walk

SENSITIVE SITES

- Historic Districts
- Historic Registered Building
- Cultural and Social Significance
- Special Treatment

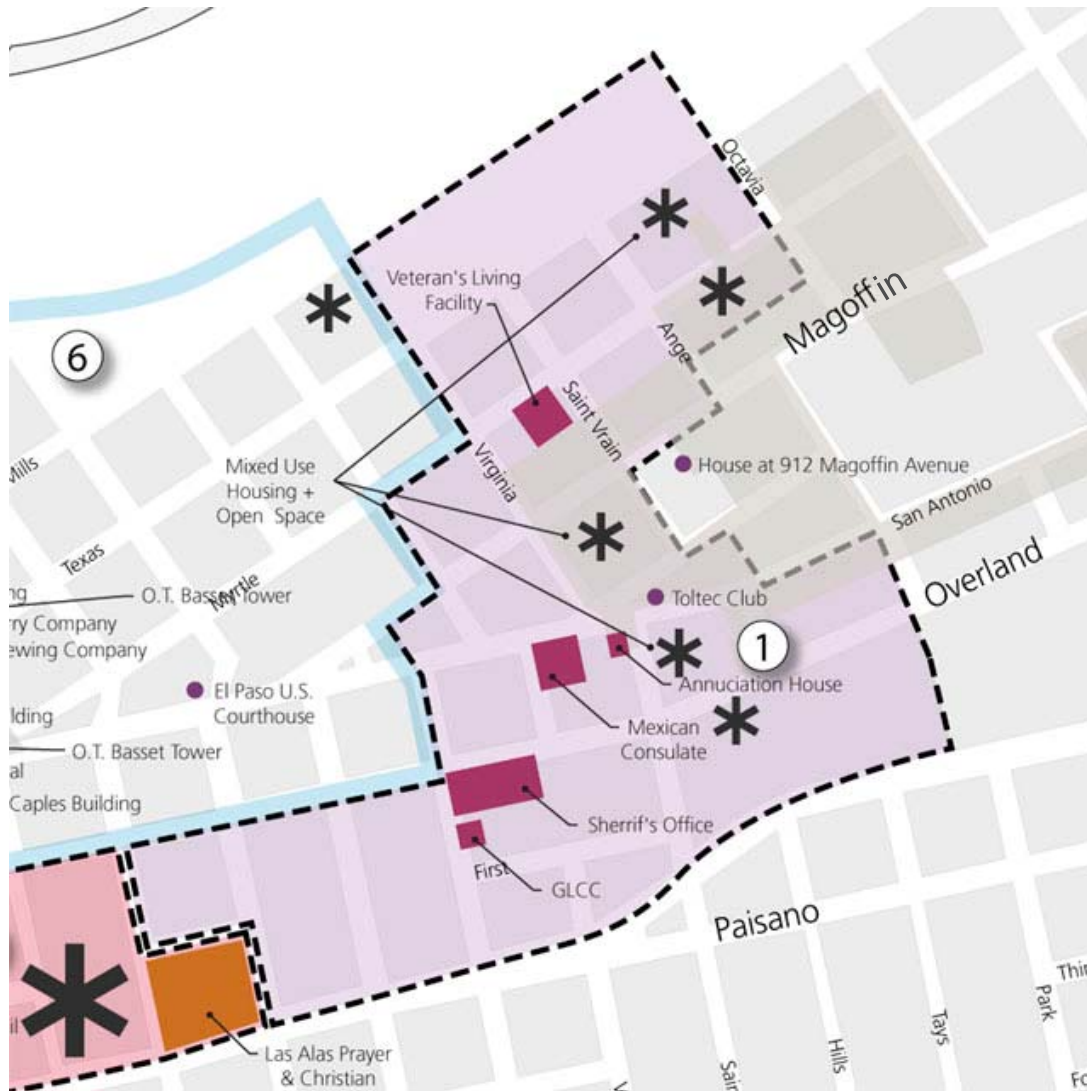
* Catalyst Project

Magoffin Mixed-Use Residential Area



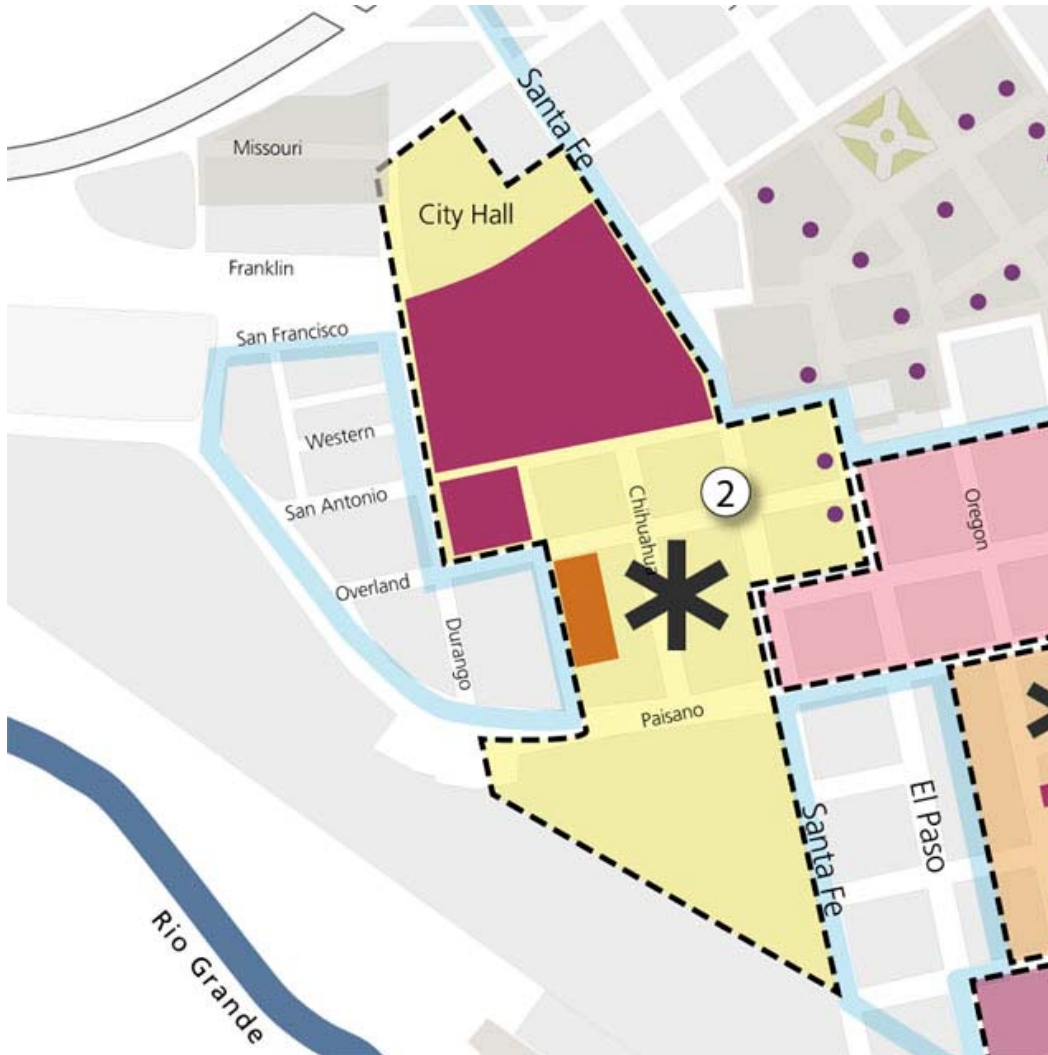
Closer Look: District 1

Magoffin Mixed-Use Residential Area



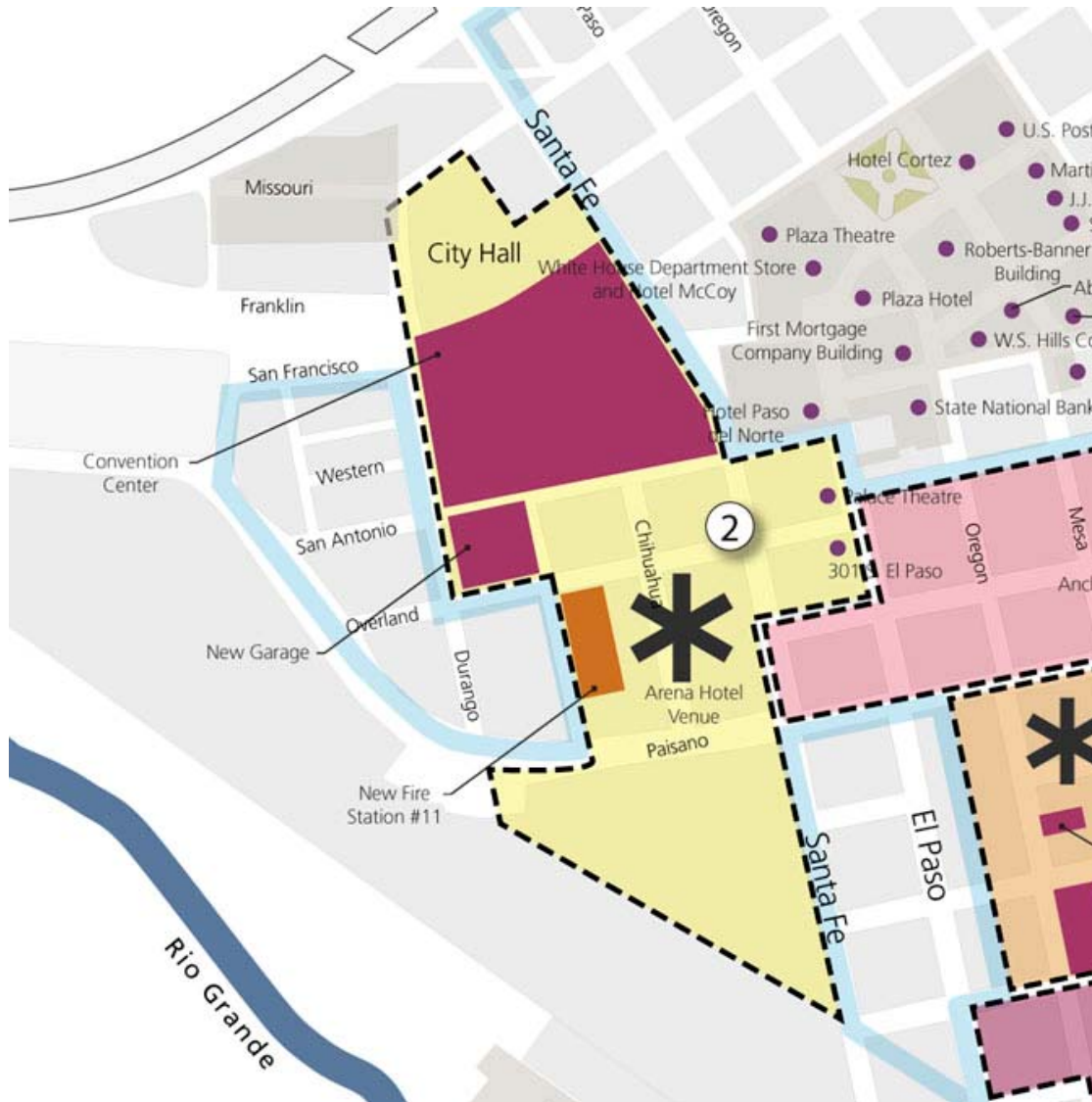
- Sensitive sites to be preserved
- Opportunity infill sites for mixed use housing and open space
- Catalyst housing projects (400 units+) address immediate need for housing
- New housing and retail increases viability and vibrancy of existing Magoffin neighborhood and creates new ongoing infill opportunities

Santa Fe Street Arena/Hotel/Entertainment



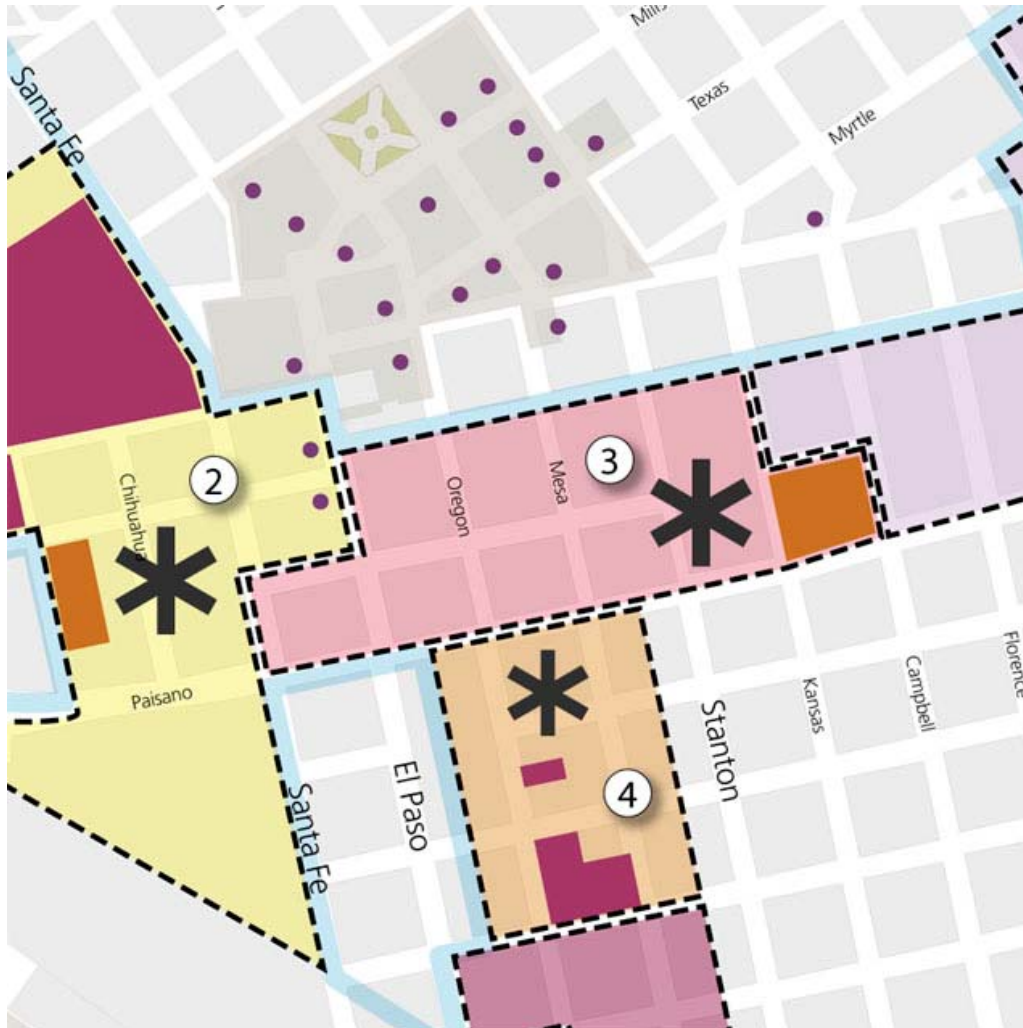
Closer Look: District 2

Santa Fe Street Arena/Hotel/Entertainment



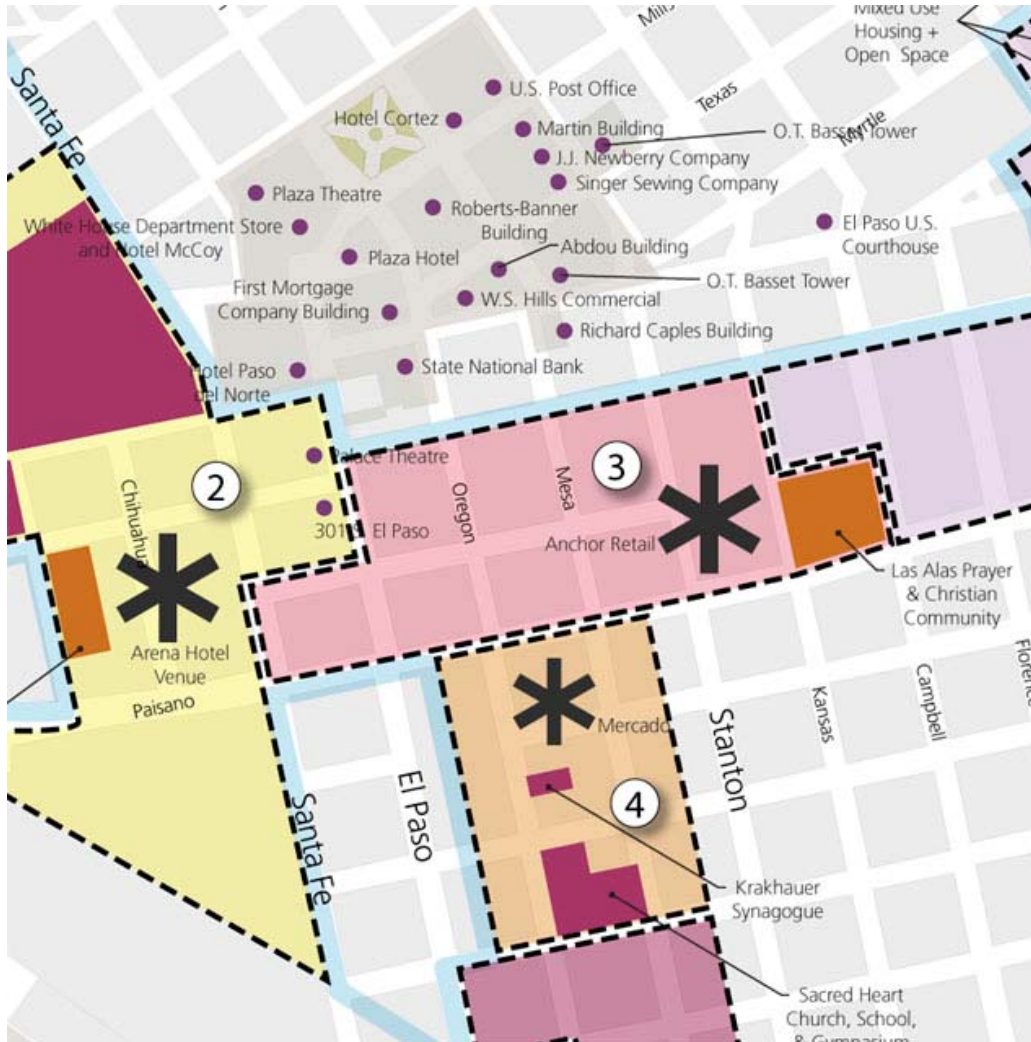
- Redevelopment District enlarged to encompass Convention Center, City Hall, and railyard site
- Allows proposed arena configuration to more flexible to accommodate existing sensitive sites
- Offers greater area to accommodate all uses and better linkage to regional access north and south
- Takes advantage and utilizes recent public realm improvements
- Area to be studied to understand shared resources and uses

First Street Retail Catalyst



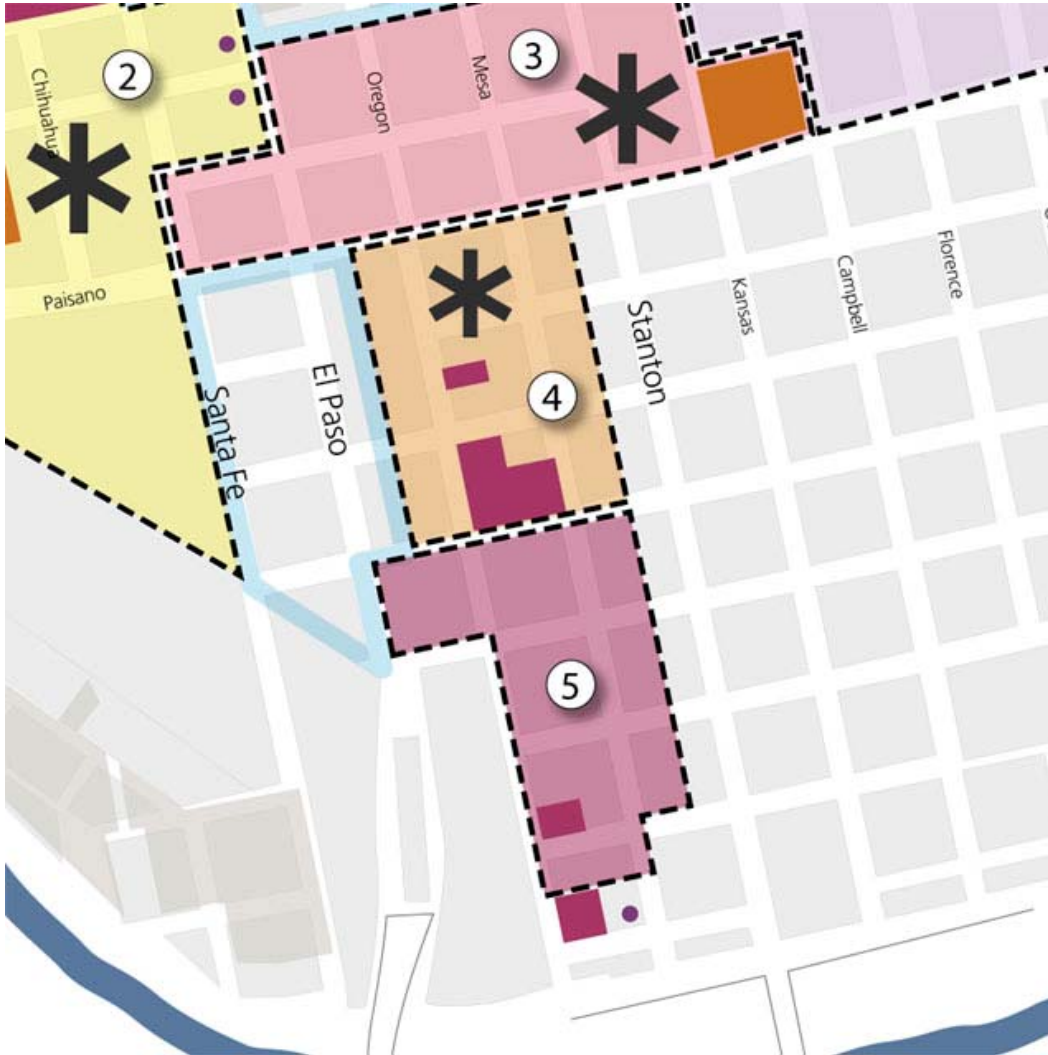
Closer Look: District 3

First Street Retail Catalyst



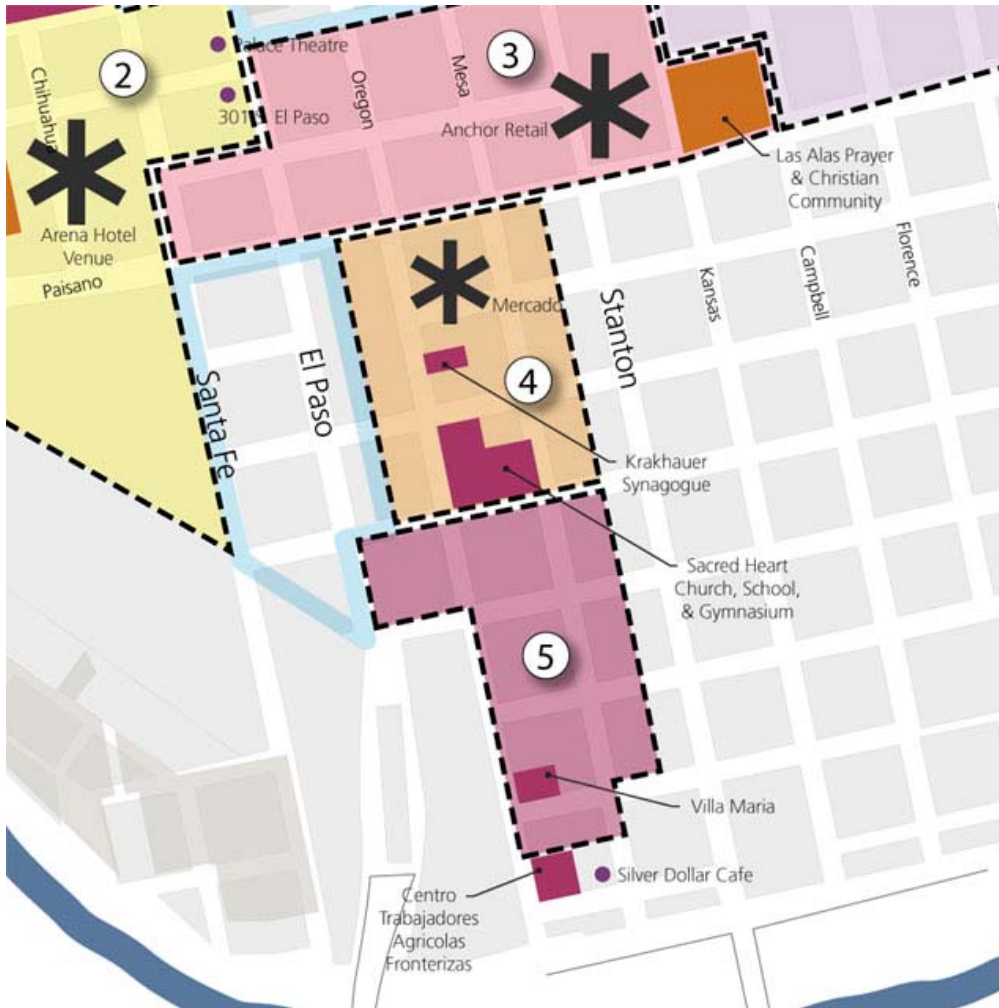
- Opportunity to adaptively reuse historic and significant buildings
- Best opportunity to assemble a number of parcels for major retail catalyst
- New First Street creates opportunity for pedestrian-oriented retail street
- Retail development can potentially include space for displaced retail tenants or thematic retail cluster (e.g. Korean retail village)

Oregon/Mesa Mercado & Urban Retail



Closer Look: Districts 4 & 5

Oregon/Mesa Mercado & Urban Retail



- Plan recognizes significant historic, cultural and community places
- Adjacent El Paso and Stanton Street retail areas maintained
- Mercado catalyst expands local retail and opportunities for arts, crafts, and ethnic markets
- New plaza, park and arts walk contributes to neighborhood revitalization
- El Paso Street not impacted, circulation continues unabated
- Border retail offers southern anchor to “golden horseshoe” and parking resource



Approval of Revised Preliminary Framework



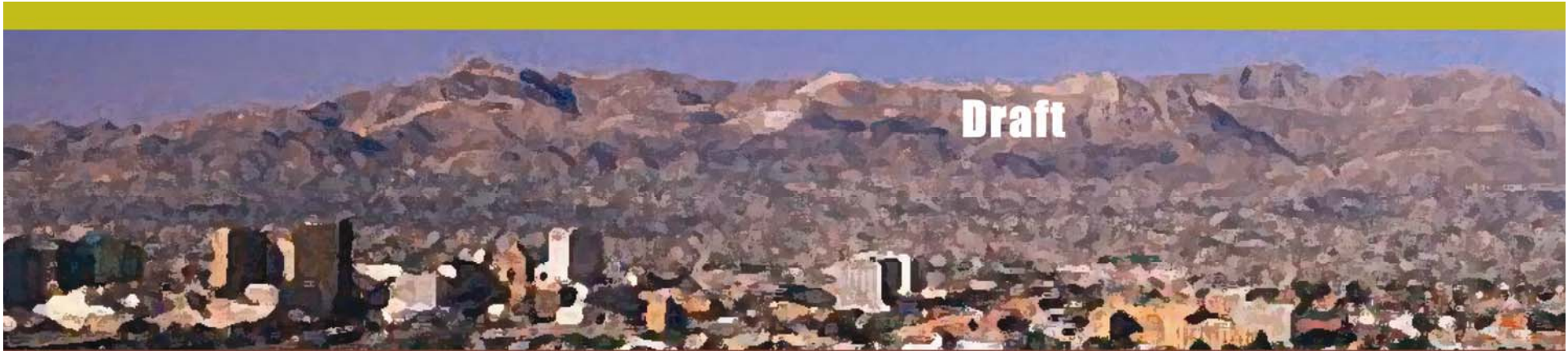
Resolution #1 – Guiding Values



Resolution #2 – Suspends Use of Eminent Domain



Resolution #3 – Downtown Business Preference



Draft



September 2006

El Paso

DOWNTOWN 2015 PLAN





SMWM

Downtown 2015 Plan Presentation

1. Introduction and Objectives
 2. Setting and Opportunities
 3. Re-imagining Downtown: Land Use Framework
 4. Urban Design Guidelines and Development Standards
 5. Implementation Recommendations
-

What Does the Downtown 2015 Plan Do?

- Establishes vision for future redevelopment
- Sets redevelopment and incentive areas
- Creates districts, each with different focus and objectives
- Provides land use framework to guide types of land uses
- Establishes flexible uses, building types, building height and massing
- Provides development guidelines and standards
- Identifies public realm investments to connect and enhance new development
- Creates implementation options
- Provides relief for project impacts

Downtown Objectives

- Build on El Paso Strengths
- Create a Dynamic, Mixed-use Downtown Inviting all El Pasoans
- Introduce New Investments that are Catalysts for all Downtown
- Create Opportunities for Private Investment
- Enhance the City's Cultural and Historic Heritage
- Develop High Quality Housing for Area Residents
- Create Jobs for El Pasoans
- Increase the City's Tax Base

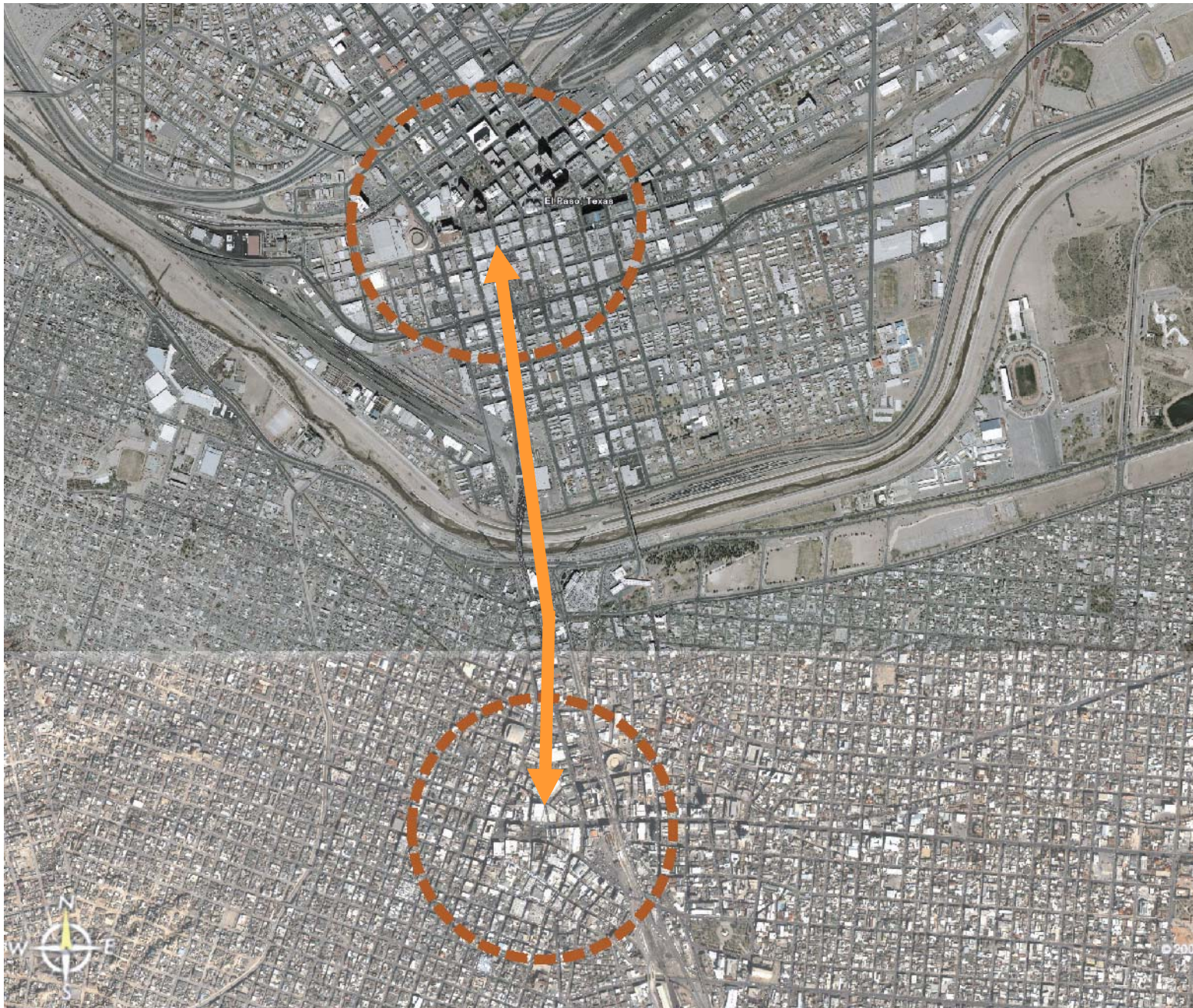
Key Urban Design Principles

- Downtown Hub
- Diversity of Uses and Activities
- Diversity of Retail Uses
- Real Urban Place
- Authentic El Paso
- Dense Urban Fabric
- Major Attraction
- Transit Options
- Great Pedestrian Focused Streets
- Vibrant Neighborhoods

Setting and Issues

What Project Team Did

- Reviewed past studies, reports, and data
- Thorough survey of study area
- Talked with community and business leaders and citizens
- Looked for lessons in other downtown success stories
- Analyzed the assets, opportunities, and issues
- Identified places of historic, cultural, & community importance
- Formulated and evaluated a number of options



Connecting Downtown Juarez to Downtown El Paso



Figure Ground



Vacant Parcels



Open Space



Parking

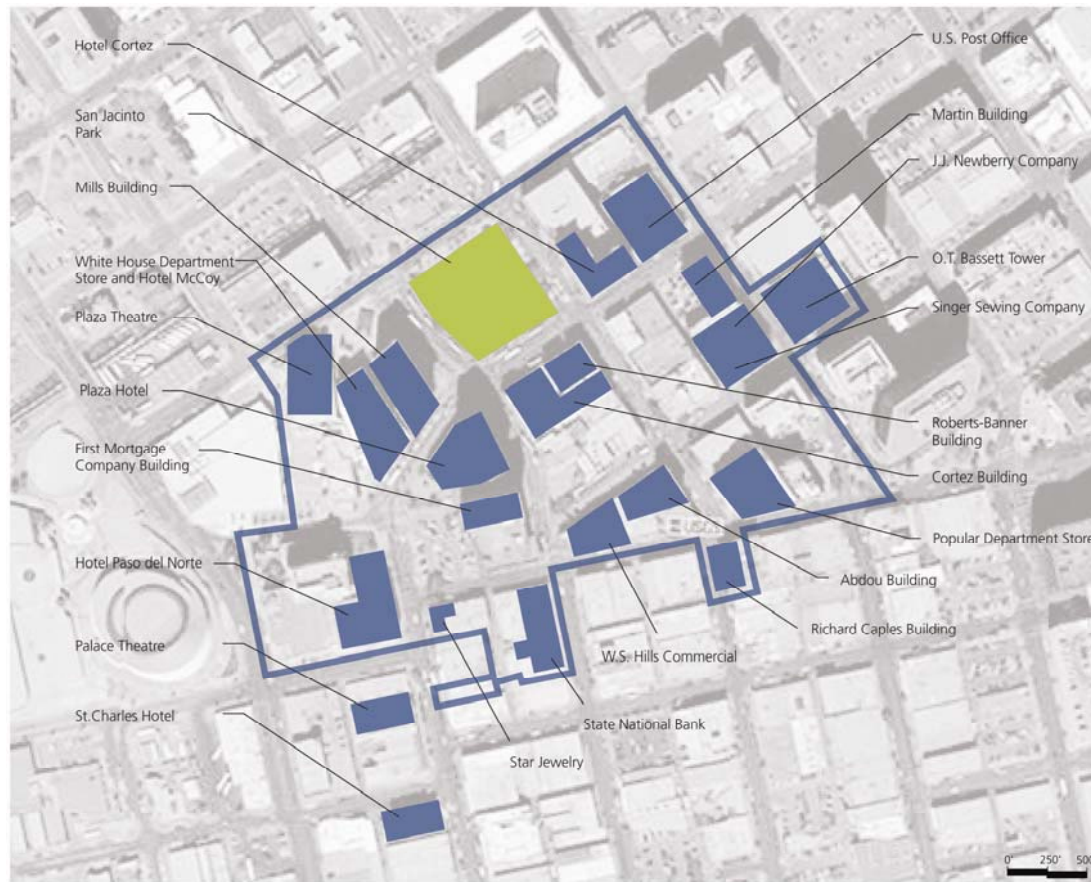


More Parking!



Historic Districts

Historic Buildings and Neighborhoods



Historic Buildings Downtown

- Historic Districts
- Historic Registered Building



El Paso U.S. Courthouse

El Paso Downtown Historic Sites

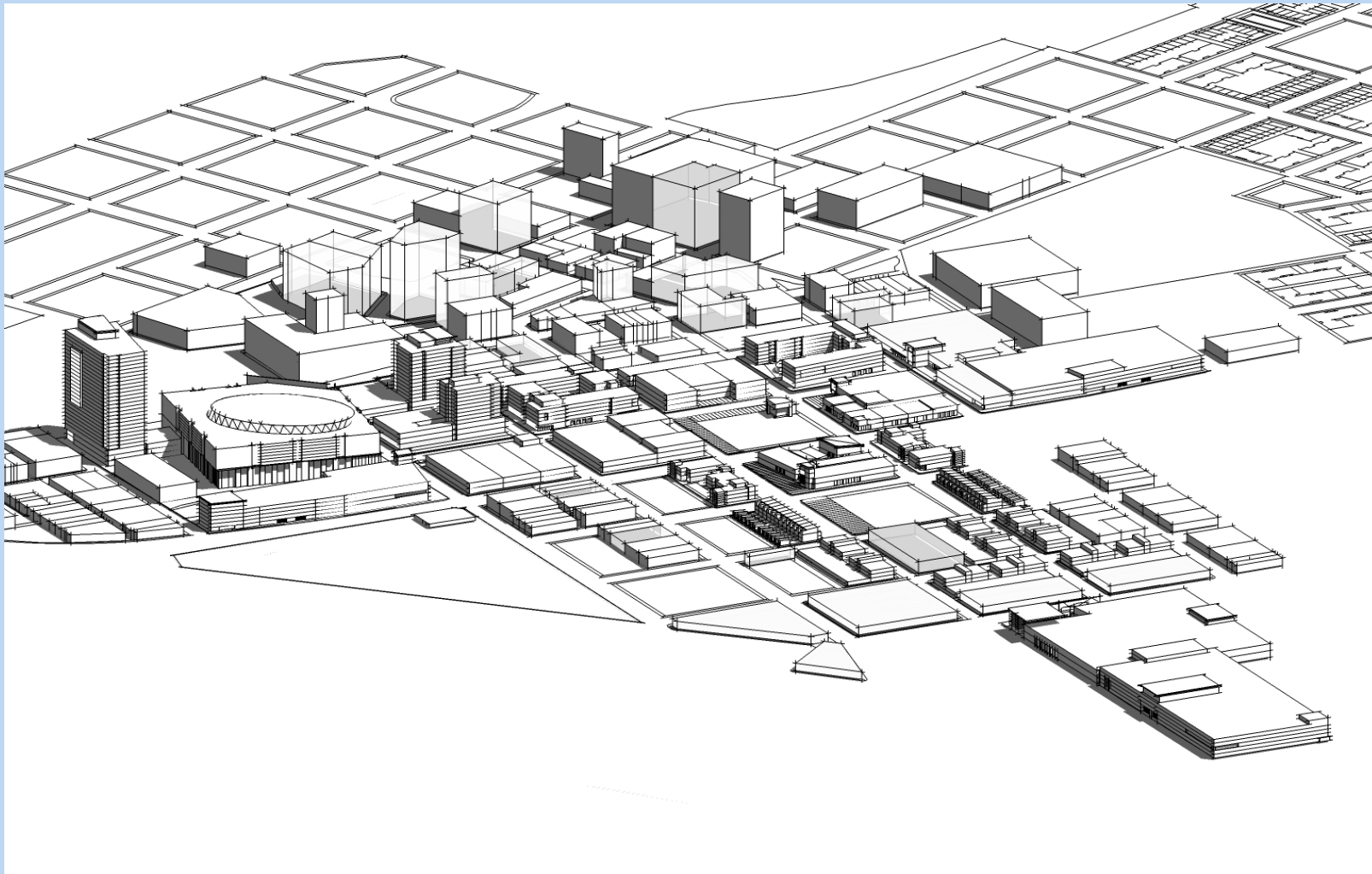


Downtown Challenges

- A long list of unimplemented downtown planning efforts and downtown plans yet no comprehensive vision for realistically attracting private investment
- Historic buildings and established historic districts in disrepair, with substantial and noticeable vacancy in the upper floors
- Years of disinvestment in buildings and housing
- Weak commercial demand and difficulty in attracting new business
- Many vacant lots
- Multiple small-scale private holdings that are not of sufficient scale to attract new investment and uses
- Long-term decline in numbers of residents and businesses
- Private investment has not followed public investments

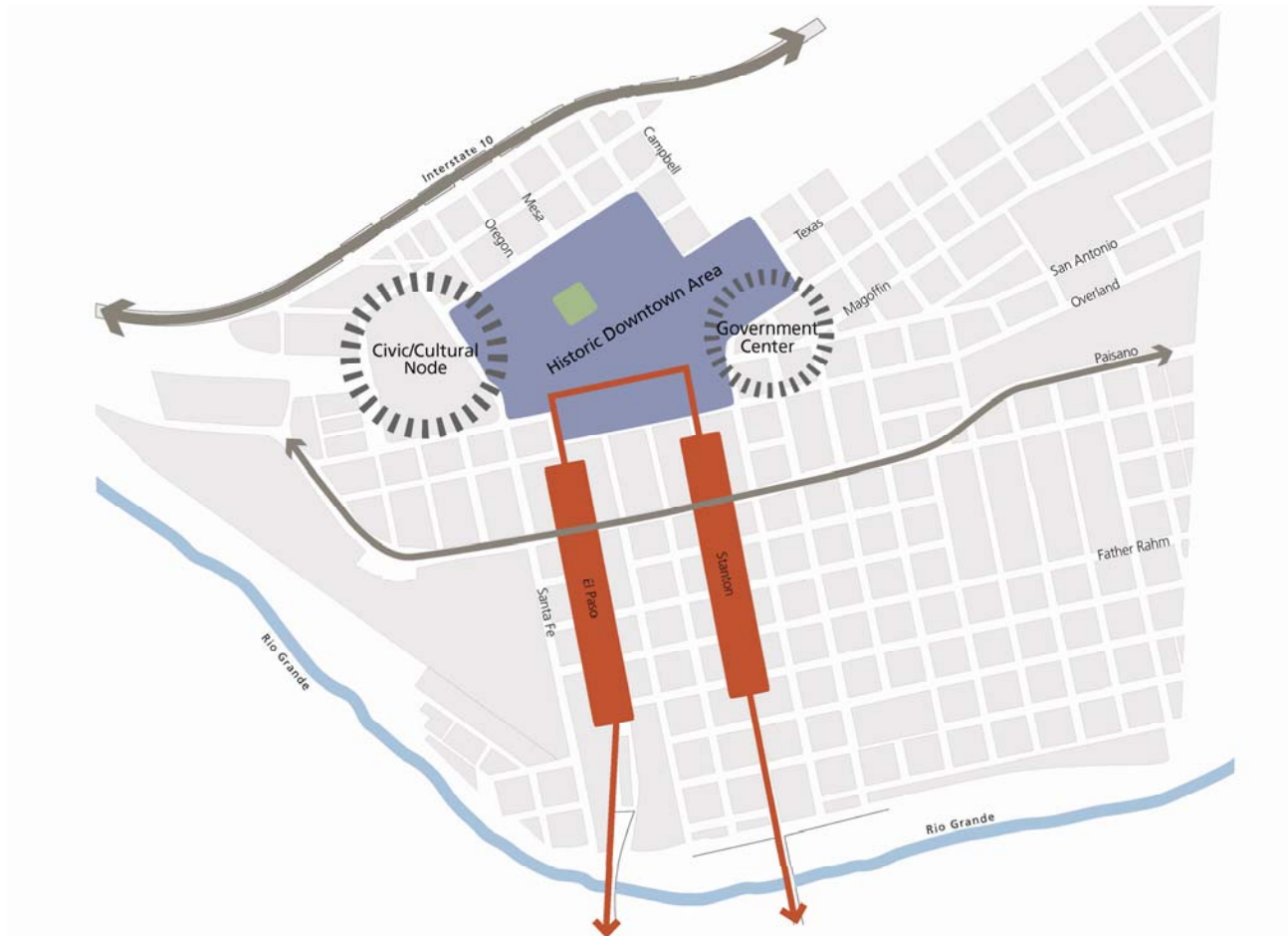
Key Downtown Assets/Opportunities

- Location at Crossroads
- Historic Fabric and Neighborhoods
- Pedestrian Scaled Blocks, compact and walkable
- Growth in Region
- Strong Retail Base
- Proximity to Juarez
- Culture and History
- Public investment in civic amenities
- Government Center and education nearby
- Transit center and connections



Re-Imagining Downtown: Land Use Framework

Structuring the Plan: The Foundation



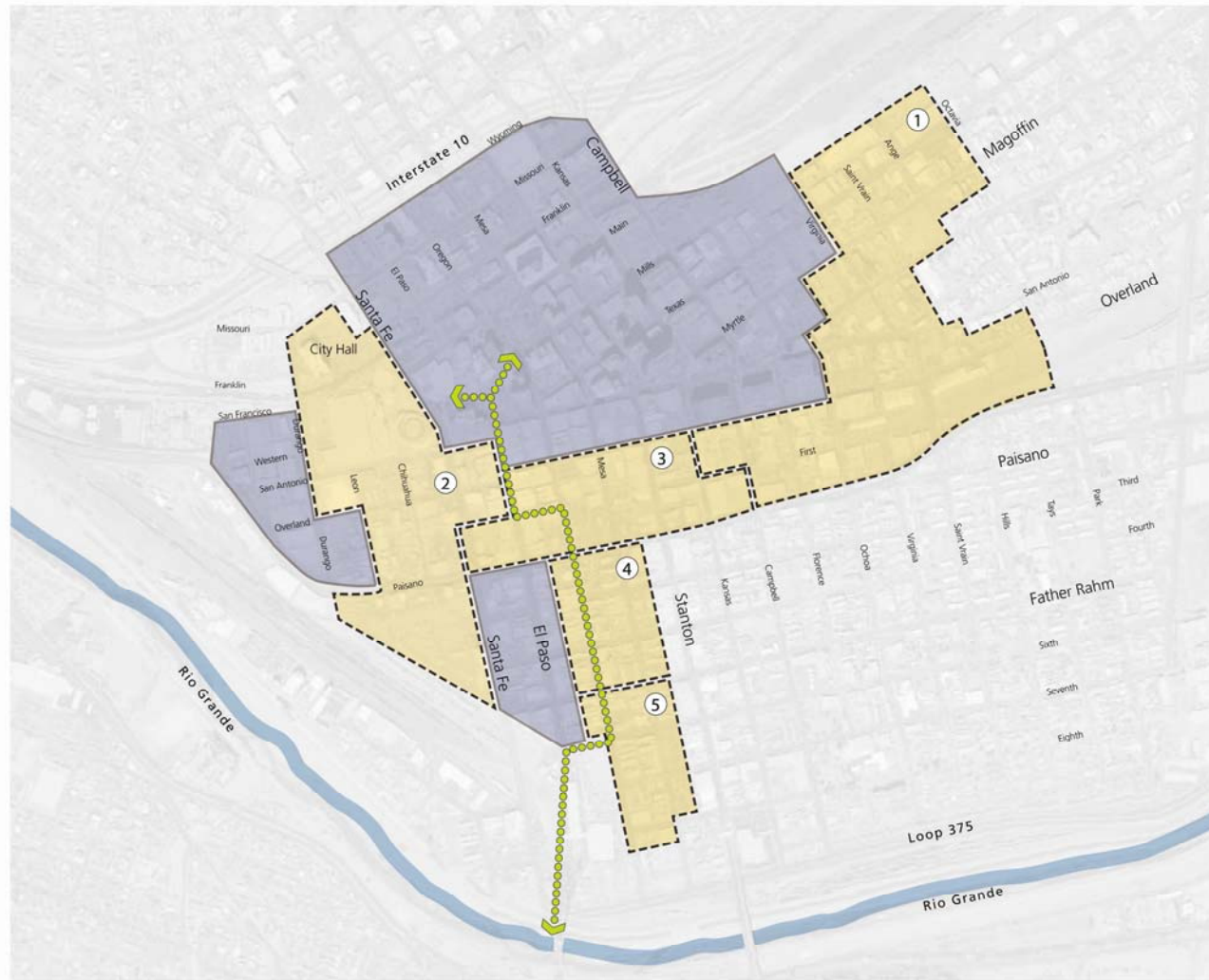
Structuring the Plan: The Framework



Structuring the Plan: The Finishes



Redevelopment and Incentive Districts

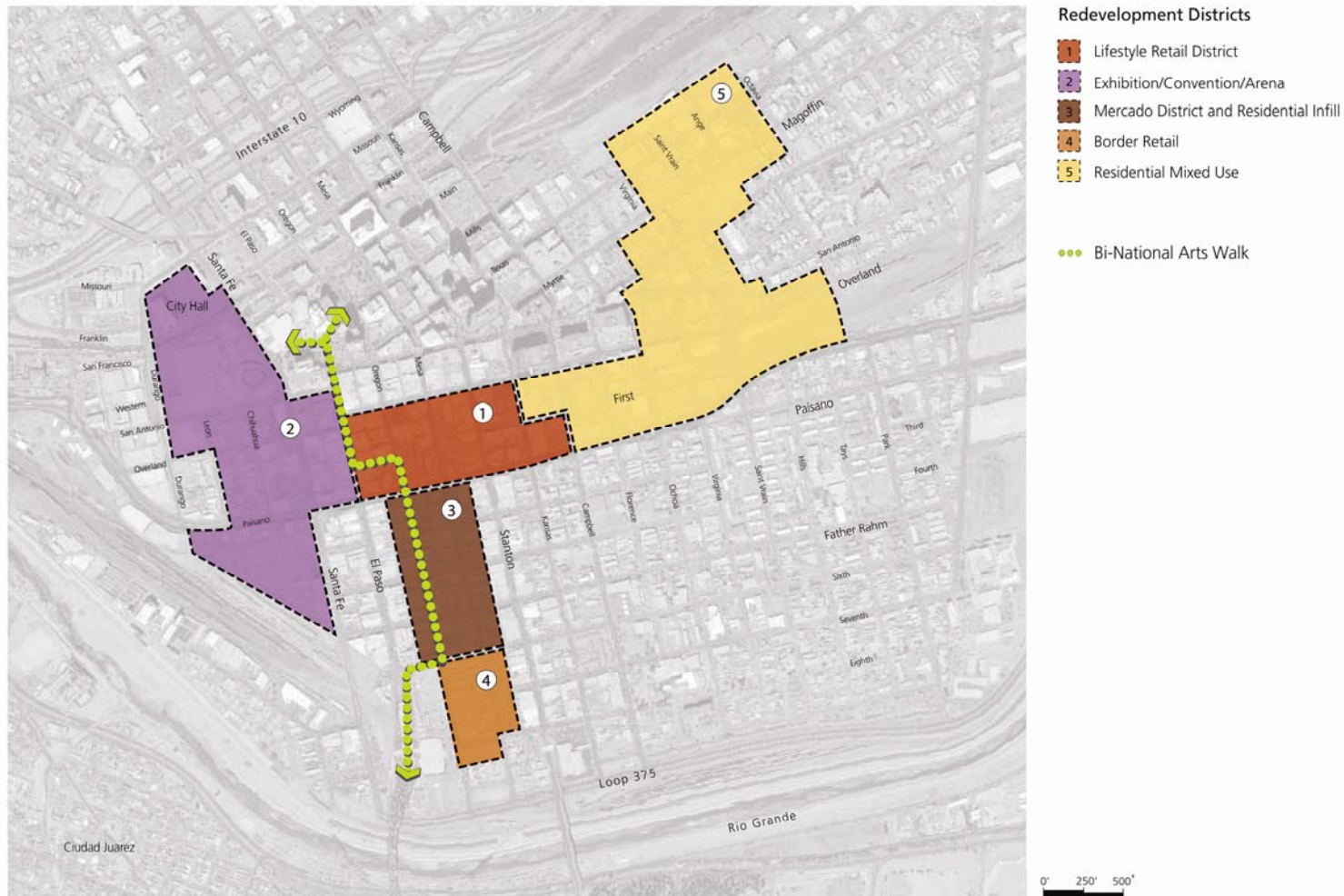


DOWNTOWN PLAN DISTRICTS

- ① Mixed Use/Residential
- ② Exhibition/Convention/Arena
- ③ Lifestyle Retail
- ④ Mercado
- ⑤ Urban Retail
- Historic Incentive District
- Redevelopment District
- Bi-National Arts Walk

Five Redevelopment Districts:

Each with a Different Focus and Objective



District 1: Lifestyle Retail



District 2: Convention/Entertainment/Arena



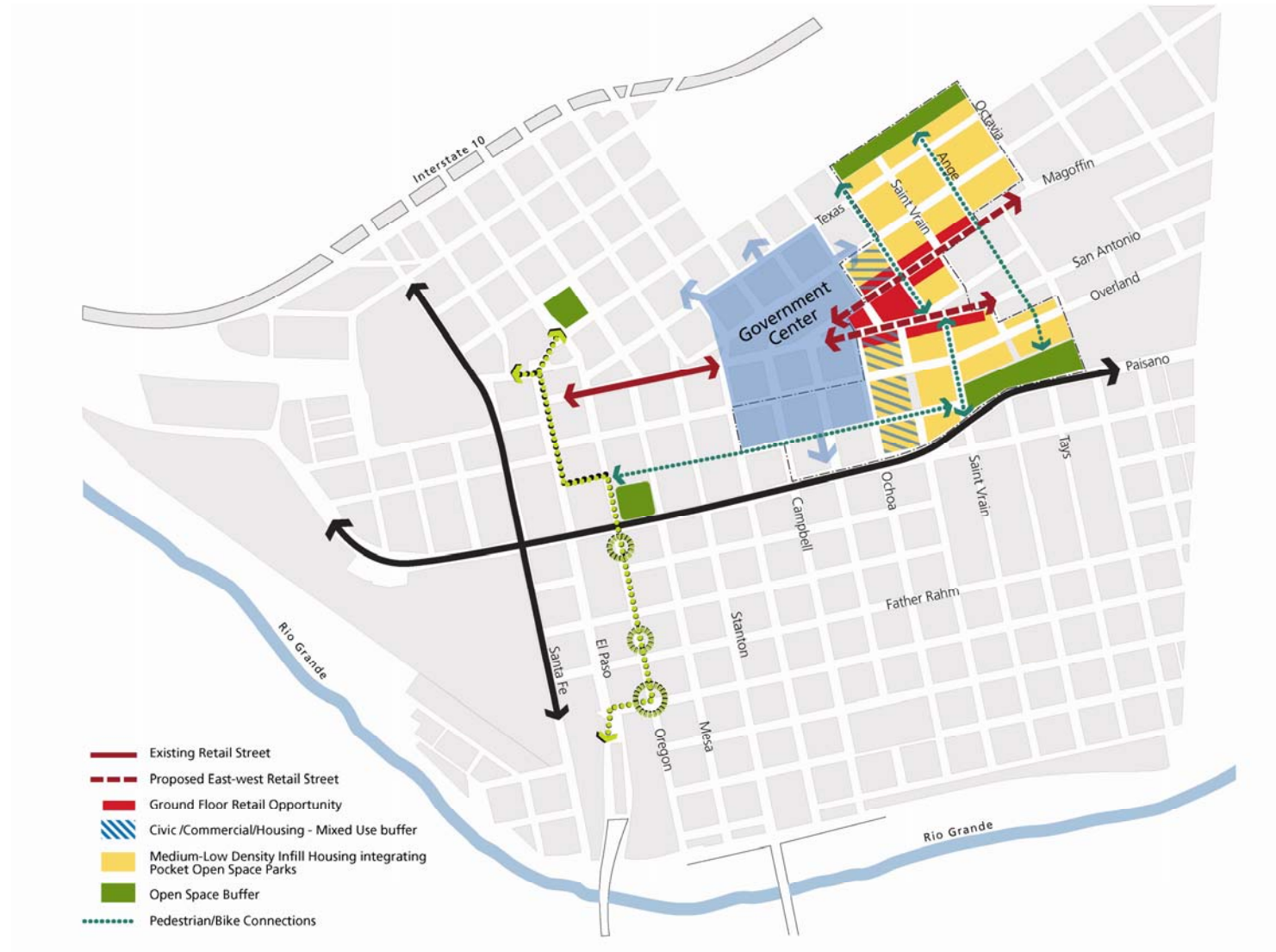
District 3: Mercado and Residential Infill

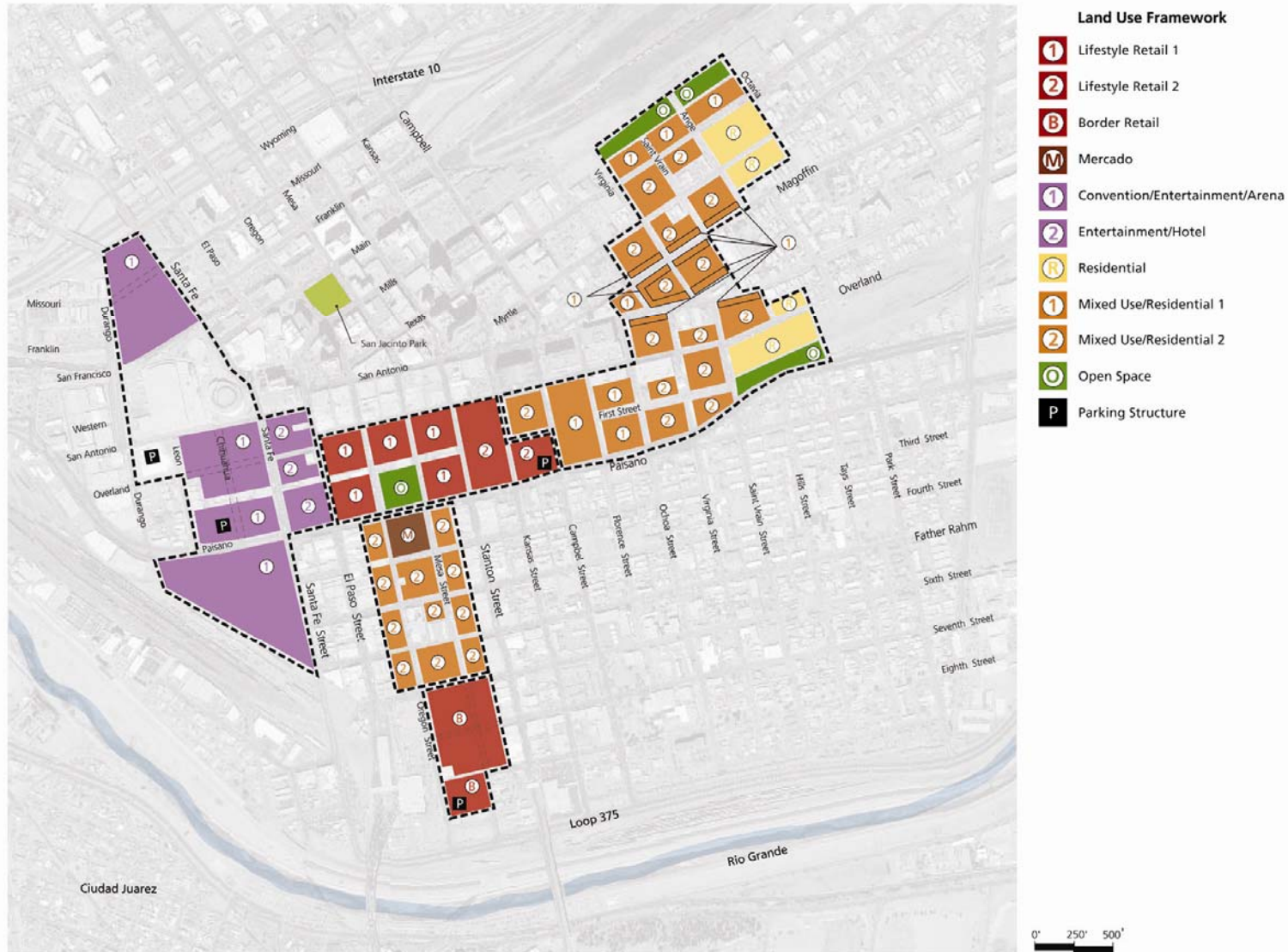


District 4: Border Retail



District 5: Residential Mixed-Use





Land Use Category: LR 1

Lifestyle Retail, The New Main Shopping Street

Intent:

Pedestrian oriented diverse retail core with vibrant ground floor activity

Permitted Uses:

Ground floor retail, retail/residential above

Allowable Uses:

Entertainment/office above

Massing/Height:

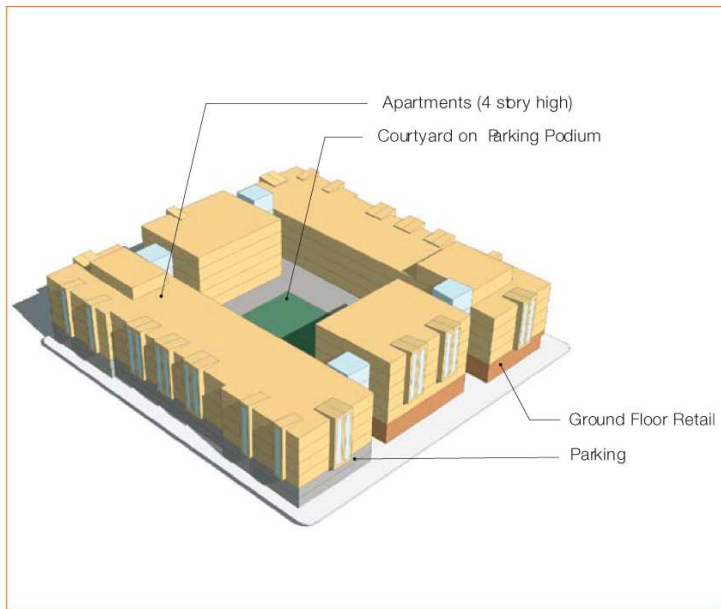
No setback, 3 to 6 floors



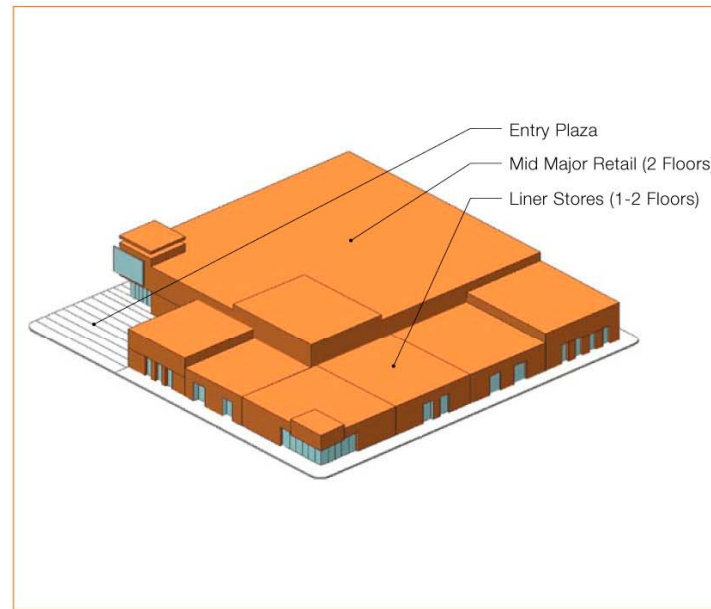
Top Shopping Street
Bottom Pedestrian Street

Land Use Category: LR 1

Lifestyle Retail, The New Main Shopping Street



Full block study of residential over ground floor commercial and podium structure



Full block study of mid major retail lined with liner stores

Land Use Category: LR2

Major Retail Anchor

Intent:

Major retail anchor

Permitted Uses: Retail, upper floor commercial

Massing/Height:

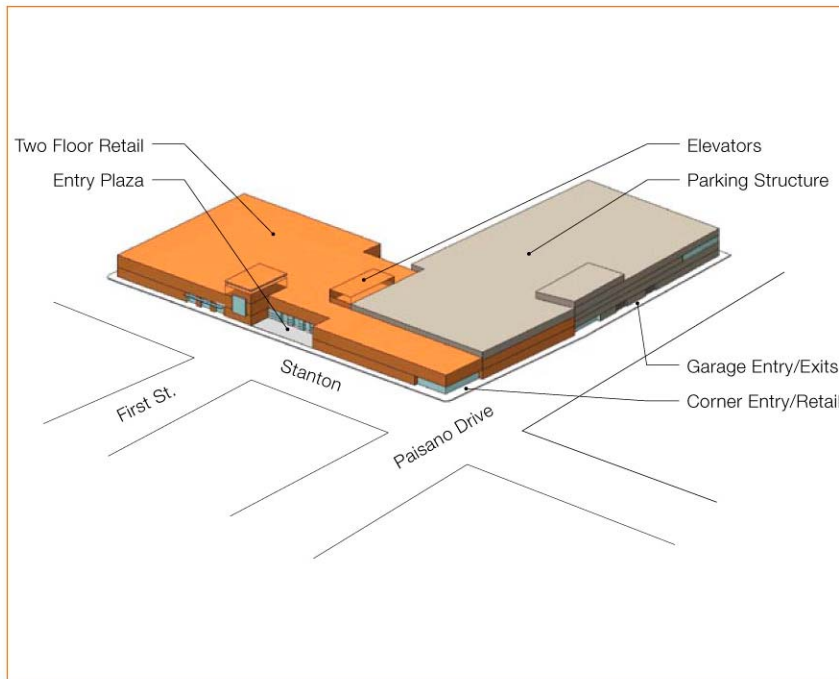
No/variable setback, 2 to 3 floors



Top Chicago
Bottom West Palm Beach

Land Use Category: LR2

Major Retail Anchor



Major retail study with parking structure



Land Use Category: B

Border Retail

Intent:

Opportunity for major retail center or themed retail center at border location

Permitted Uses:

Large footprint retail, themed retail center

Massing/Height:

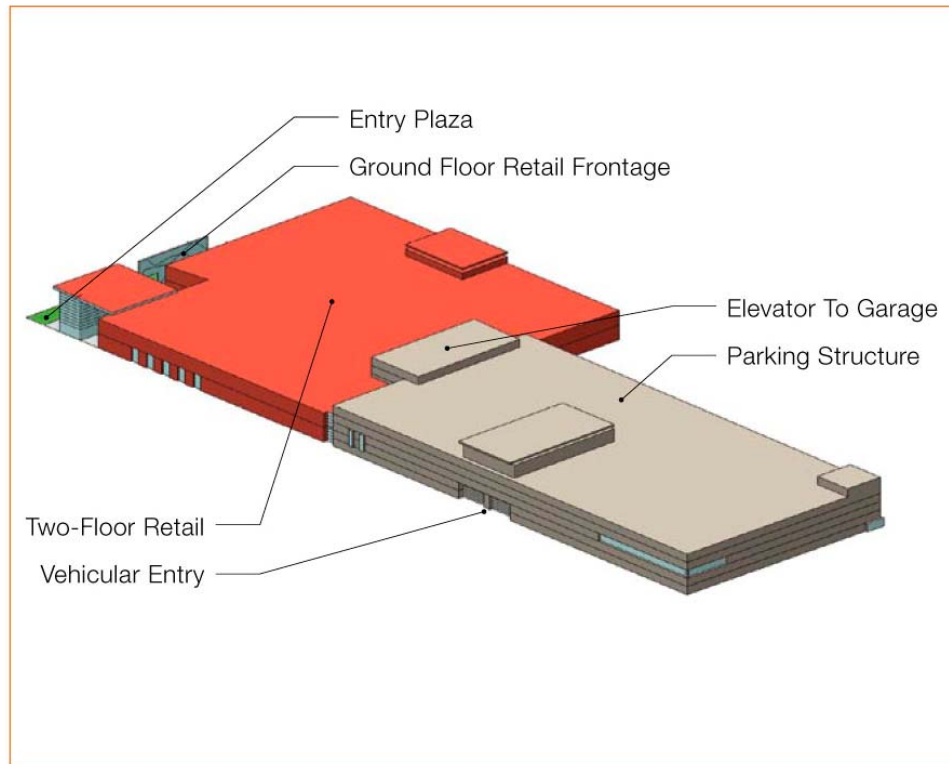
No/variable setback, 1 to 2 to 4 floors



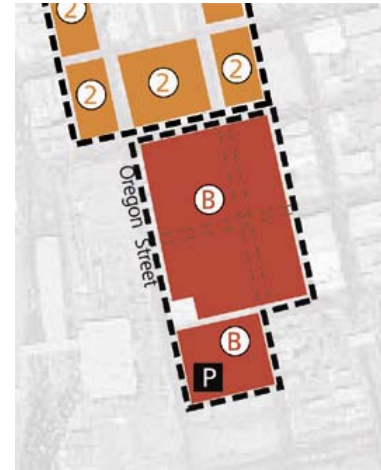
Top Chicago
Bottom Los Angeles

Land Use Category: B

Border Retail



Border retail study with major retail and parking structure



Mercado: M

Marketplace for Local, Small
and Unique Retailers

Intent:

Small flexible retail spaces in public
market setting, accommodates variety of
small specialty retailers, arts & crafts,
farmer's market, etc.

Permitted Uses:

Public hall and/or exterior spaces serving
small retail

Massing/Height:

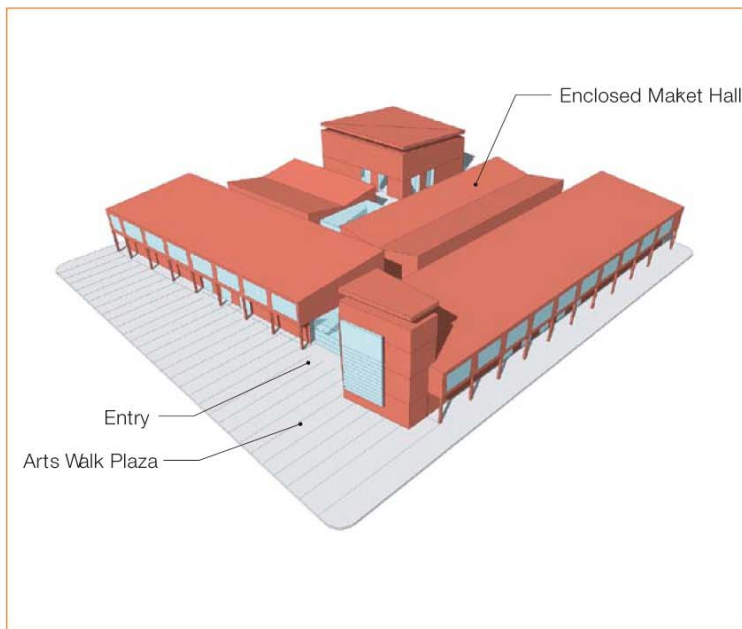
Transparent structure, 25' to 40'



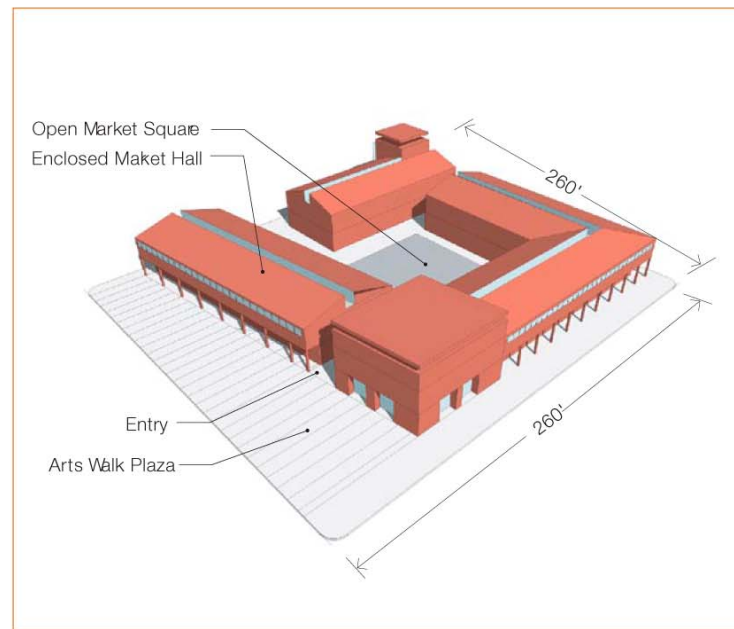
Top Santee Alley
Bottom Market Hall

Mercado: M

Marketplace for Local, Small
and Unique Retailers



Mercado study with narrow pedestrian alleys



Mercado study with open market court

Land Use Category: E1

Convention, Entertainment, Arena

Intent:

Create significant entertainment/event anchor connected to retail core and existing convention uses.

Permitted Uses:

Arena, hotel, ground floor retail

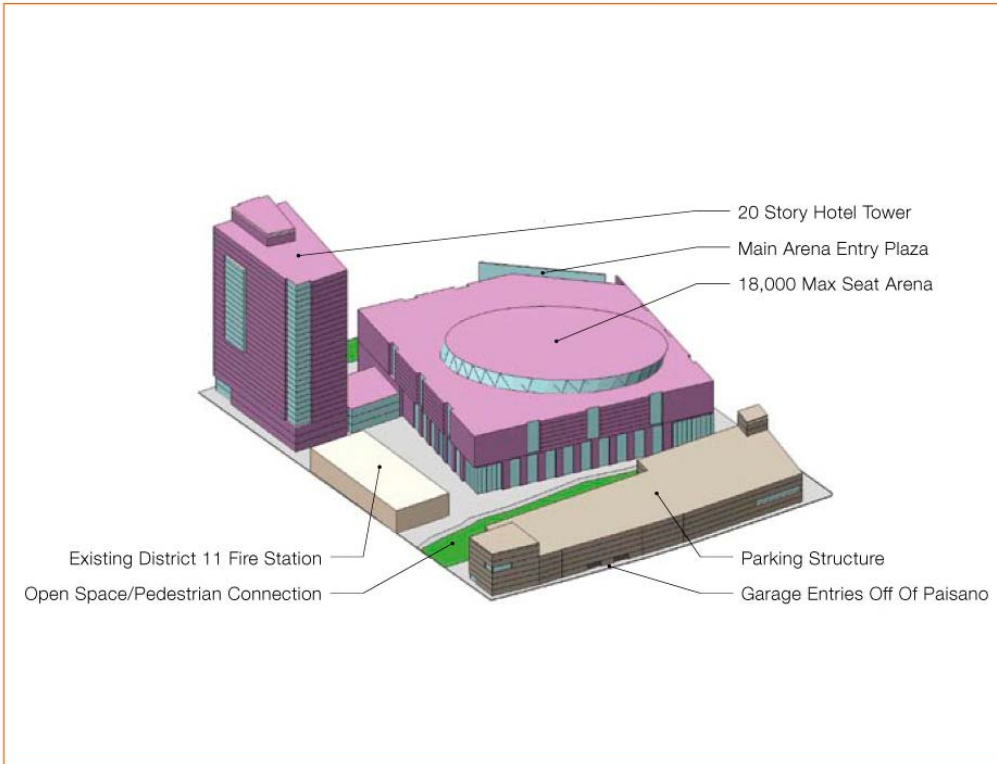
Massing/Height:

Massing scaled w/ setbacks, no height limit



Land Use Category: E1

Convention, Entertainment



Study of arena on Leon/Sante Fe Site (site B)



Land Use Category: E2

Hotel, Retail, Entertainment

Intent:

Hotel, entertainment and retail area
bridges arena site with retail core

Permitted Uses:

Hotel, entertainment, ground floor retail

Massing/Height:

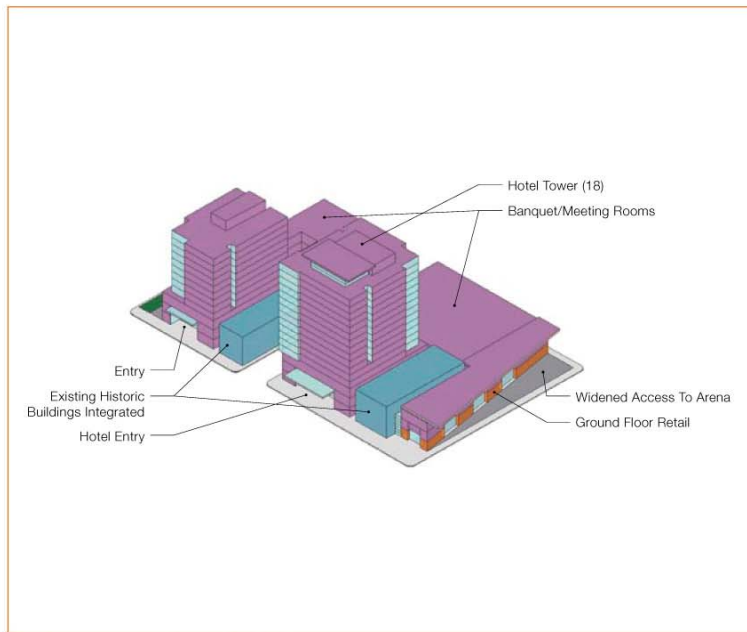
No setbacks, hotel tower, up to 6 six floor



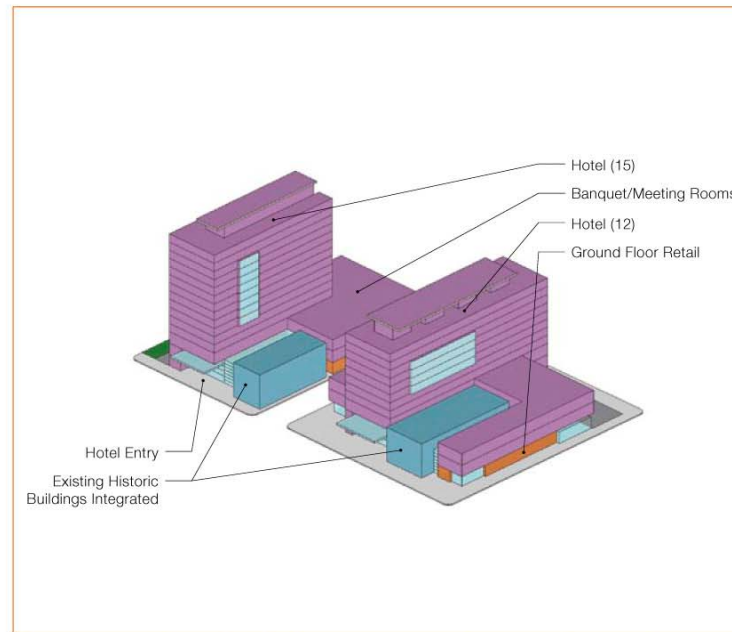
Top Boutique Hotel
Bottom Multi-Plex Cinema

Land Use Category: E2

Hotel, Retail, Entertainment



Study on hotel site with 12-18 story hotel tower
(core with rooms on all sides)



Study on hotel site with 10-15 story hotel (double-loaded corridor)

Land Use Category: MUR1

Mixed Use Residential/Urban Neighborhoods

Intent:

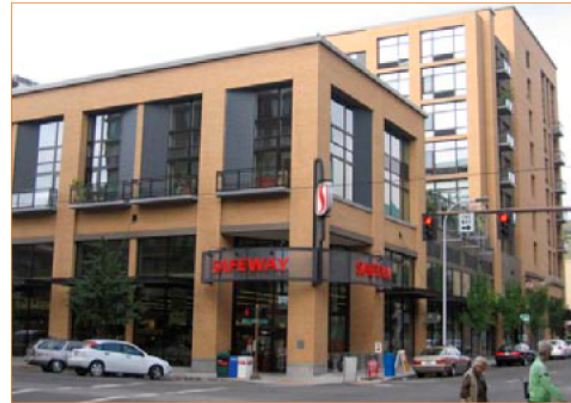
Higher density mixed use in traditional commercial corridors and adjacent to downtown retail core and government district

Permitted Uses:

Medium/High Residential above Ground Floor Retail

Massing/Height:

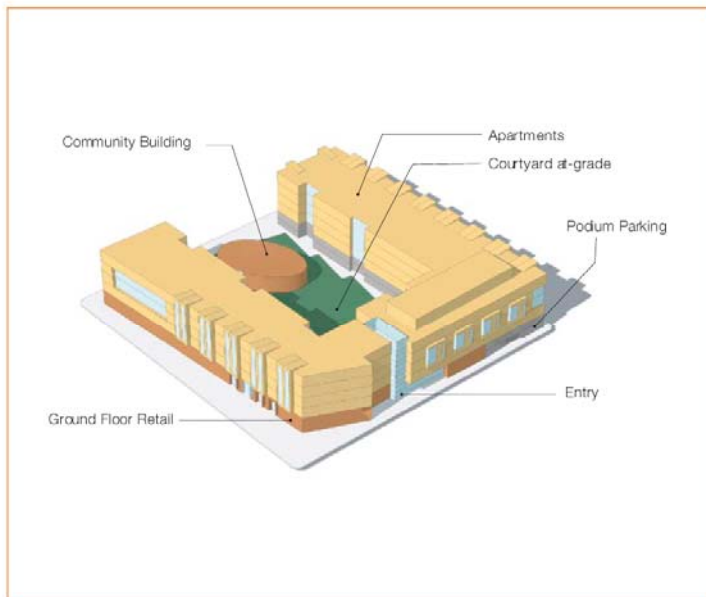
No setback, 2 to 6 floors



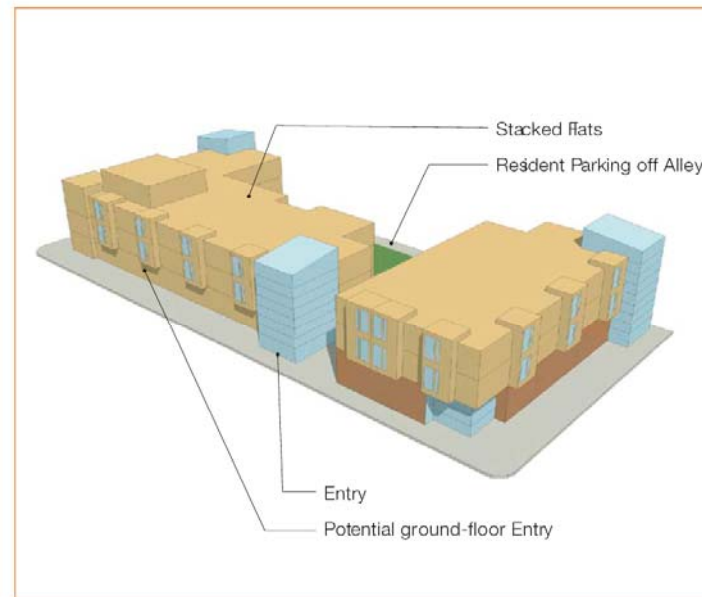
Top Lofts Over Food Market
Bottom Apartments over Retail

Land Use Category: MUR1

Mixed Use Residential/
Urban Neighborhoods



Full block study with residential over retail with podium structure



Half block study with stacked flats and corner retail

Land Use Category: MUR2

Diverse Residential Neighborhoods

Intent:

New diverse market housing on infill sites with strong neighborhood presence, encourage additional corner retail

Permitted Uses:

Medium density residential, selected ground floor retail

Massing/Height:

No setback, 2 to 6 floors



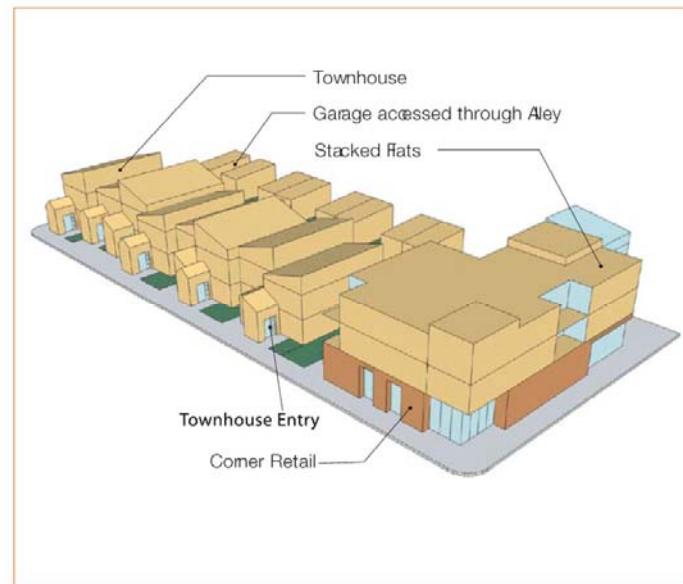
Top Residential Over Retail
Bottom Adaptive-Reuse/Residential

Land Use Category: MUR2

Diverse Residential Neighborhoods



Half block study with stacked flats over corner retail



Half block study with townhomes and stacked flats over corner retail

Land Use Category: R

Residential Transition Neighborhood

Intent:

Create solid urban residential neighborhoods that engage the street and provide transition to Magoffin Historic District

Permitted Uses:

Medium density residential townhomes and stacked apartments (15 – 25 du/acre)

Massing/Height:

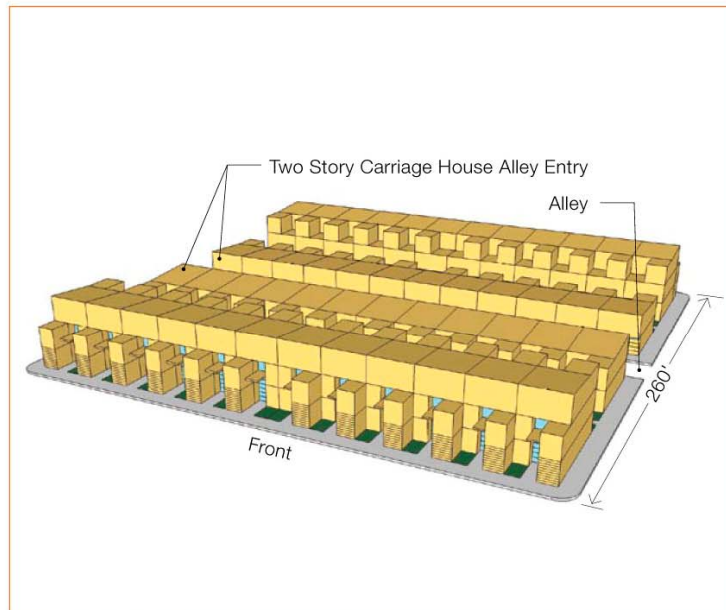
Minimum setback, 2 to 4 floors



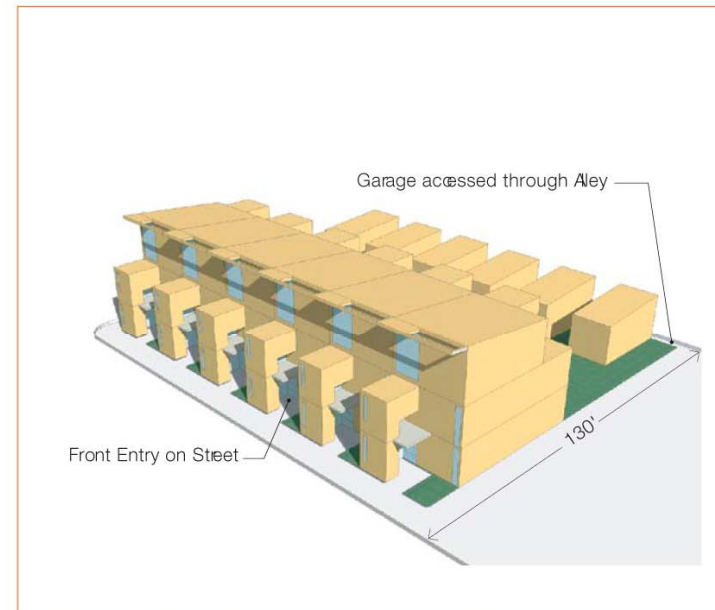
Top Attached Townhouses
Bottom Row Houses, Stoop Entry

Land Use Category: R

Residential Transition Neighborhood



Full block study of two/three story townhomes with carriage house/garages



Half block study with three story townhomes with garages

Arena Location Study

Three potential sites for a new major event venue

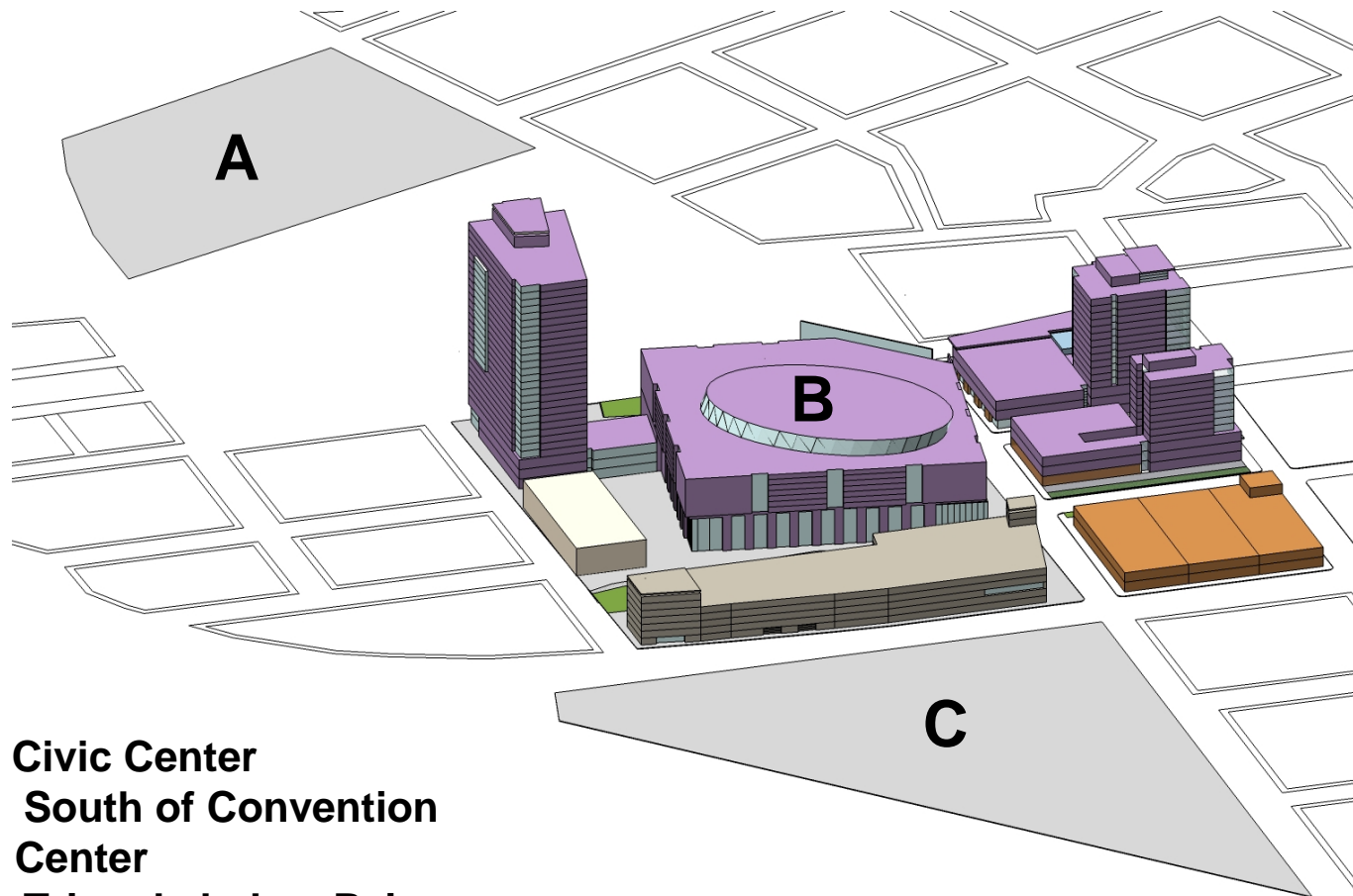
Arena Site Location Study



Issues:

- Site size/configuration
- Access vehicular/pedestrian
- Integration with Downtown Plan
- Impacts to existing uses
- Relationship to Convention Center
- Parking

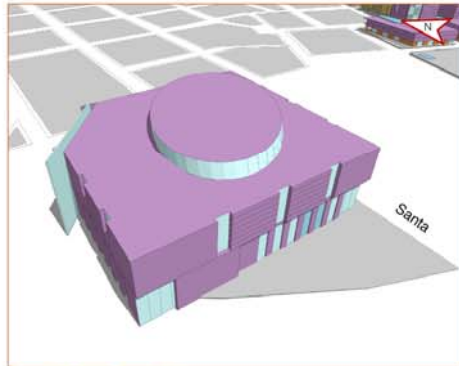
Potential Arena Sites



- A: Civic Center**
- B: South of Convention Center**
- C: Triangle below Paisano**

Arena Location Study

Three potential sites for a new major event venue



Site A : Civic Center Site



Site B : Leon and Santa Fe Streets



Site C : Triangle below Paisano

Arena Location Comparative Matrix

Site	Site Size	Vehicular Access	Pedestrian Access	Relationship to Downtown	Relationship to Existing Convention Facilities	Displacement of Existing Uses	On-Site Parking Accommodation	Distributed Parking Access	Parcel Availability	Hotel Accessibility	Retail/Entertainment Use Potential
Site A: Civic Center Site	Poor	Excellent	Poor	Poor	Fair	Fair	Fair	Poor	Excellent	Fair	Poor
Site B: Leon and Santa Fe	Good	Good	Excellent	Excellent	Excellent	Fair/Poor	Fair	Excellent	Fair/Poor	Excellent	Excellent
Site C: Triangle below Paisano	Excellent	Good	Poor	Fair	Poor	Excellent	Good	Fair	Excellent	Fair	Fair

Design Guidelines and Standards

I. General Urban Design Guidelines

General Urban Design Guidelines

1. Emphasize El Paso
2. Create a Pedestrian-Oriented Downtown
3. Promote High Quality Architecture



Emphasize El Paso



Emphasize El Paso



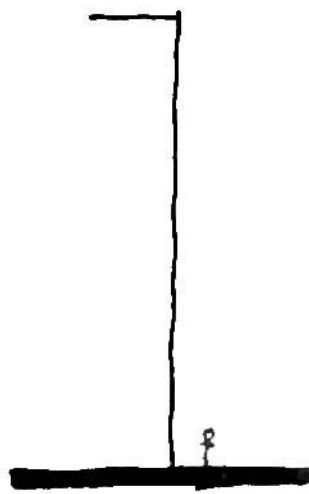
Emphasize El Paso



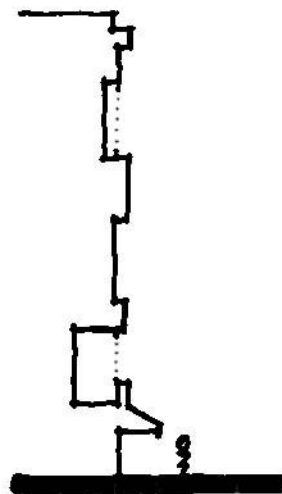
Create a Pedestrian-oriented Downtown: Orient Entries to the Street



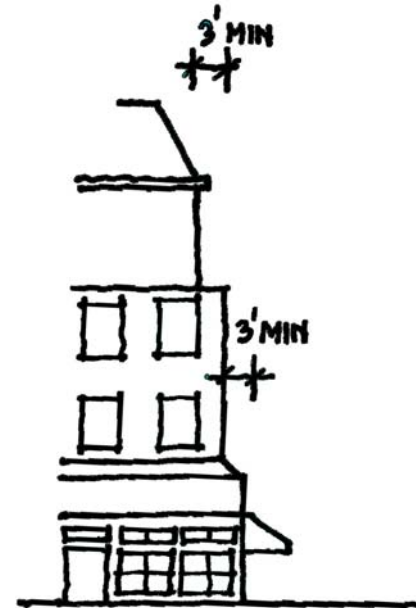
Create a Pedestrian-oriented Downtown: Visually interesting building walls



NOT
RECOMMENDED



RECOMMENDED



Create a Pedestrian-oriented Downtown: Visually interesting building walls



Create a Pedestrian-oriented Downtown: Transparent and inviting storefronts



Create a Pedestrian-oriented Downtown: Moderate the scale of large-footprint buildings



Create a Pedestrian-oriented Downtown: Moderate the scale of large-footprint buildings



Promote High-Quality Architecture: Reflect the scale, massing, proportions, rhythm and attention to detail found in downtown.



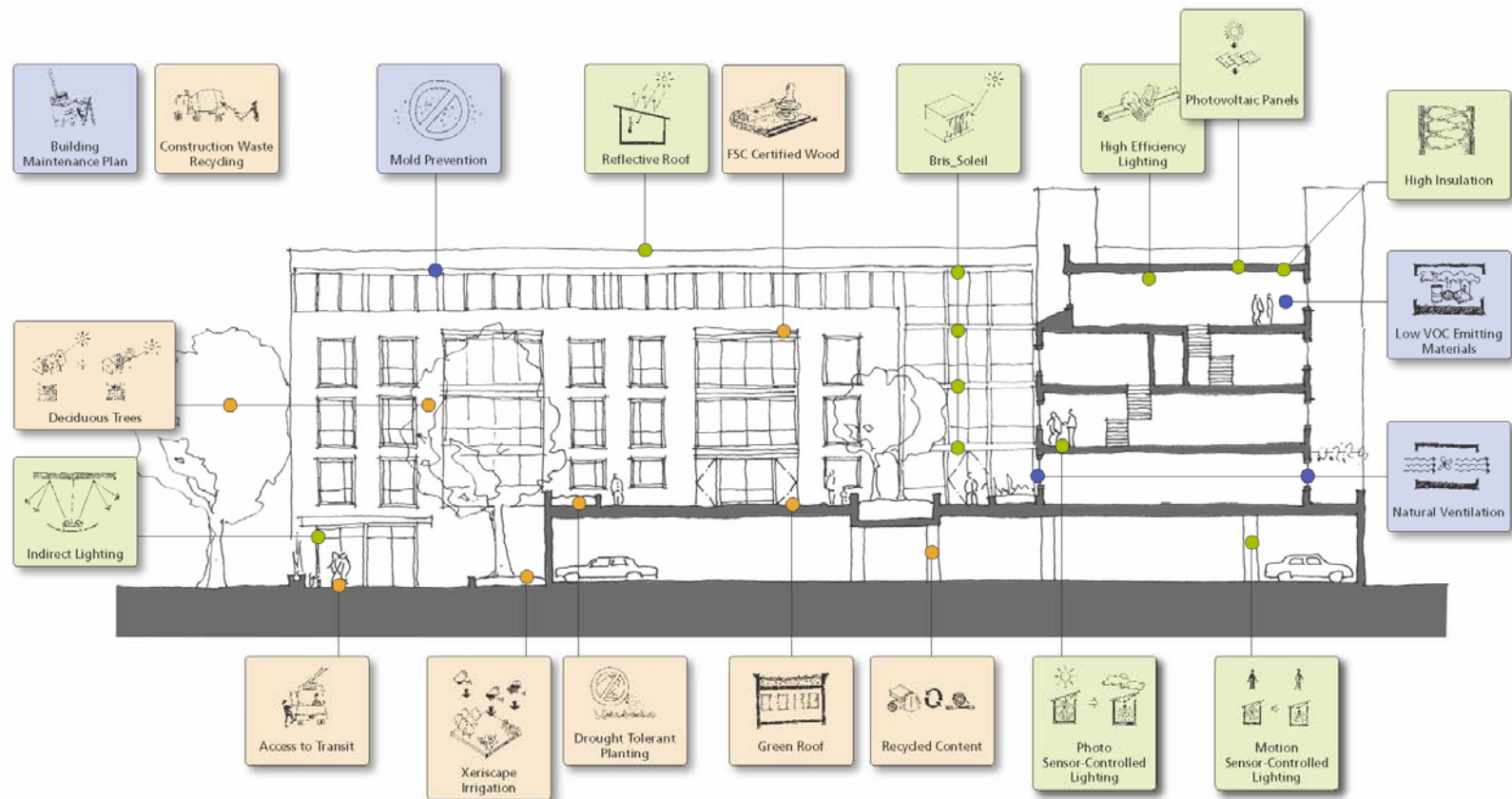
Promote High-Quality Architecture: Reflect the scale, massing, proportions, rhythm and attention to detail found in downtown.



Promote High-Quality Architecture: Articulate the building mass and façade



Promote High-Quality Architecture: Use high-quality materials



- INDOOR ENVIRONMENT AND AIR QUALITY
- ENERGY CONSERVATION AND EFFICIENCY
- RESOURCE EFFICIENCY

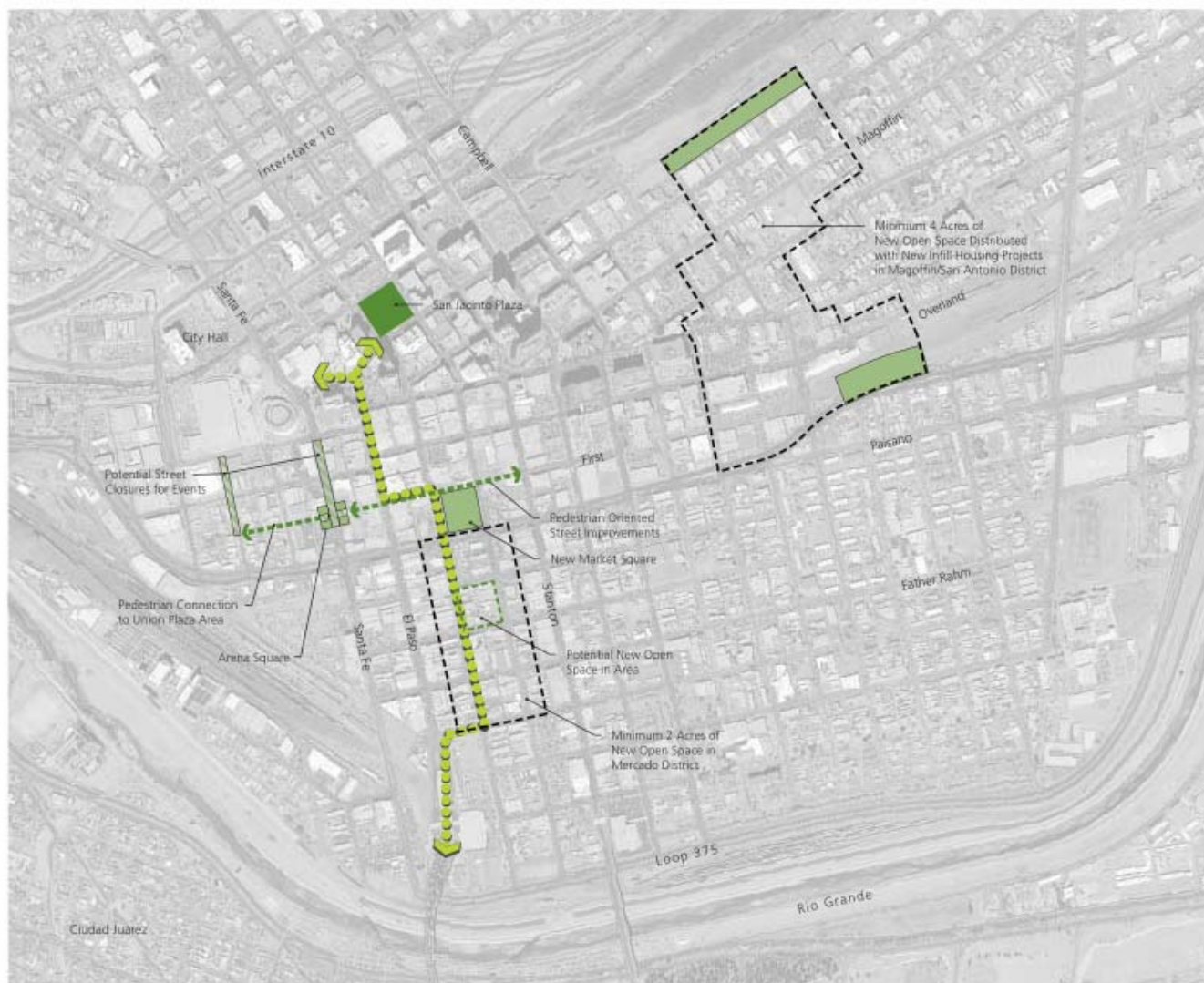
Sustainable Design Measures

Promote High-Quality Architecture: Incorporate sustainable design measures

II. Public Realm Plan

Public Realm Plan

1. Public Open Space
2. Pedestrian Network
3. Bi-National Arts Walk



Open Space Elements

- Mixed Use Area with New Open Space Requirements
- Potential Open Space/Urban Plaza
- New Park
- Potential Street Closures for Events
- Major Pedestrian Street Improvements
- Bi-National Arts Walk



Public Open Space--First Street District



Public Open Space--First Street District



Public Open Space--First Street District



Public Open Space--Mercado District



Public Open Space--Mercado District



Public Open Space--Mercado District



Public Open Space--Santa Fe District



Public Open Space--Magoffin/San Antonio District



- **Special Pedestrian Streets**
 - First Street
 - El Paso
- - - **Secondary Pedestrian Streets**
 - Third Street
 - Sixth Street
 - Stanton
 - Overland
 - Magoffin
 - San Antonio
 - Oregon
 - Santa Fe
- **Standard Pedestrian Streets**

Downtown Pedestrian Network



Downtown Pedestrian Network



Downtown Pedestrian Network



Downtown Pedestrian Network



Downtown Pedestrian Network

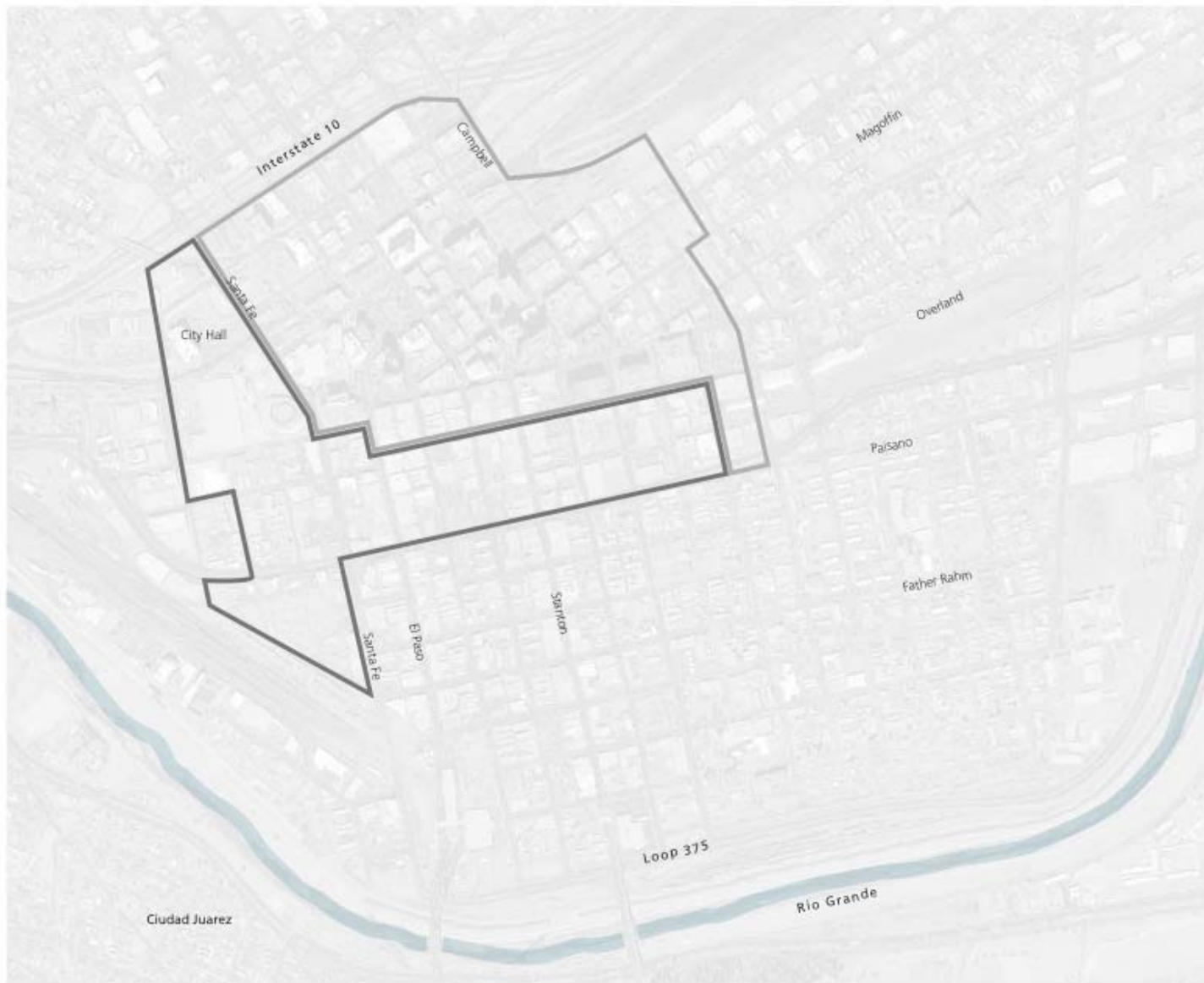


Bi-National Arts Walk

III. Parking and Transportation Strategy

Parking and Transportation Strategy

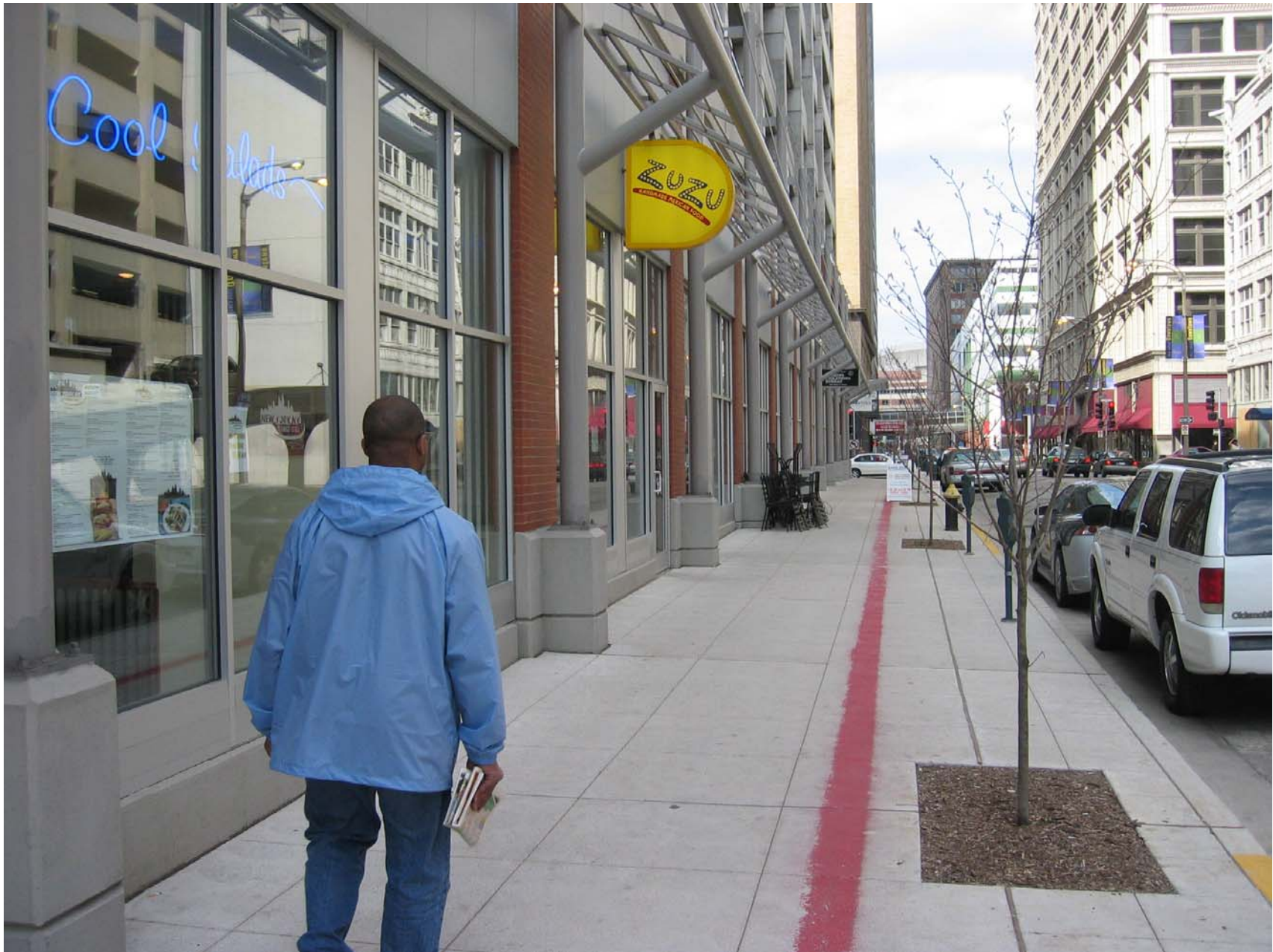
1. Downtown Parking Districts
2. Parking Garage and Parking Lot Design Guidelines



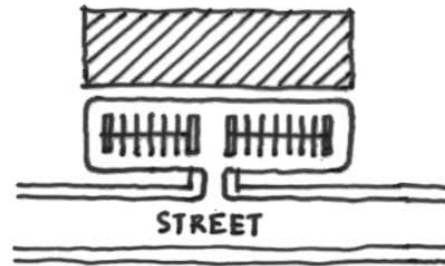
- Downtown Parking Districts**
- ☐ Incentive District Parking District
 - ☐ Downtown Parking District



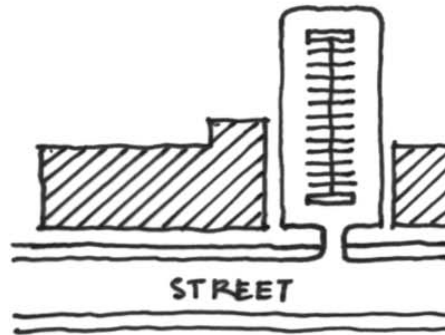
Parking and Transportation Strategy--Parking Garage Design Guidelines



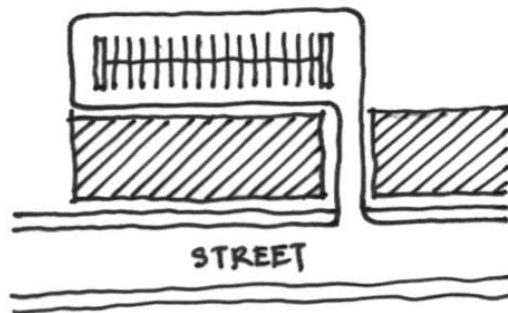
Parking and Transportation Strategy--Parking Garage Design Guidelines



NOT RECOMMENDED



ACCEPTABLE



PREFERRED

IV. Districts



District 1: First Street Lifestyle Retail: Pedestrian-oriented First Street



District 1: First Street Lifestyle Retail: Blend anchor retail into the district



Santa Fe District: Active Santa Fe Street



Santa Fe District: Extend the activity of First Street



Santa Fe District: Integrate the Arena



Mercado District: A dynamic Mercado



Mercado District: Build on neighborhood character and coordinate with Segundo Barrio planning



Rio Grande Border Retail District: Incorporate anchor retail into the fabric of the district



Magoffin/San Antonio District: draw inspiration for adjacent historic district

V. Building Types and Forms



Building Types and Forms: Single Family



Building Types and Forms: Townhouses



Building Types and Forms: Duplex, triplex, quadplex



Building Types and Forms: Apartments



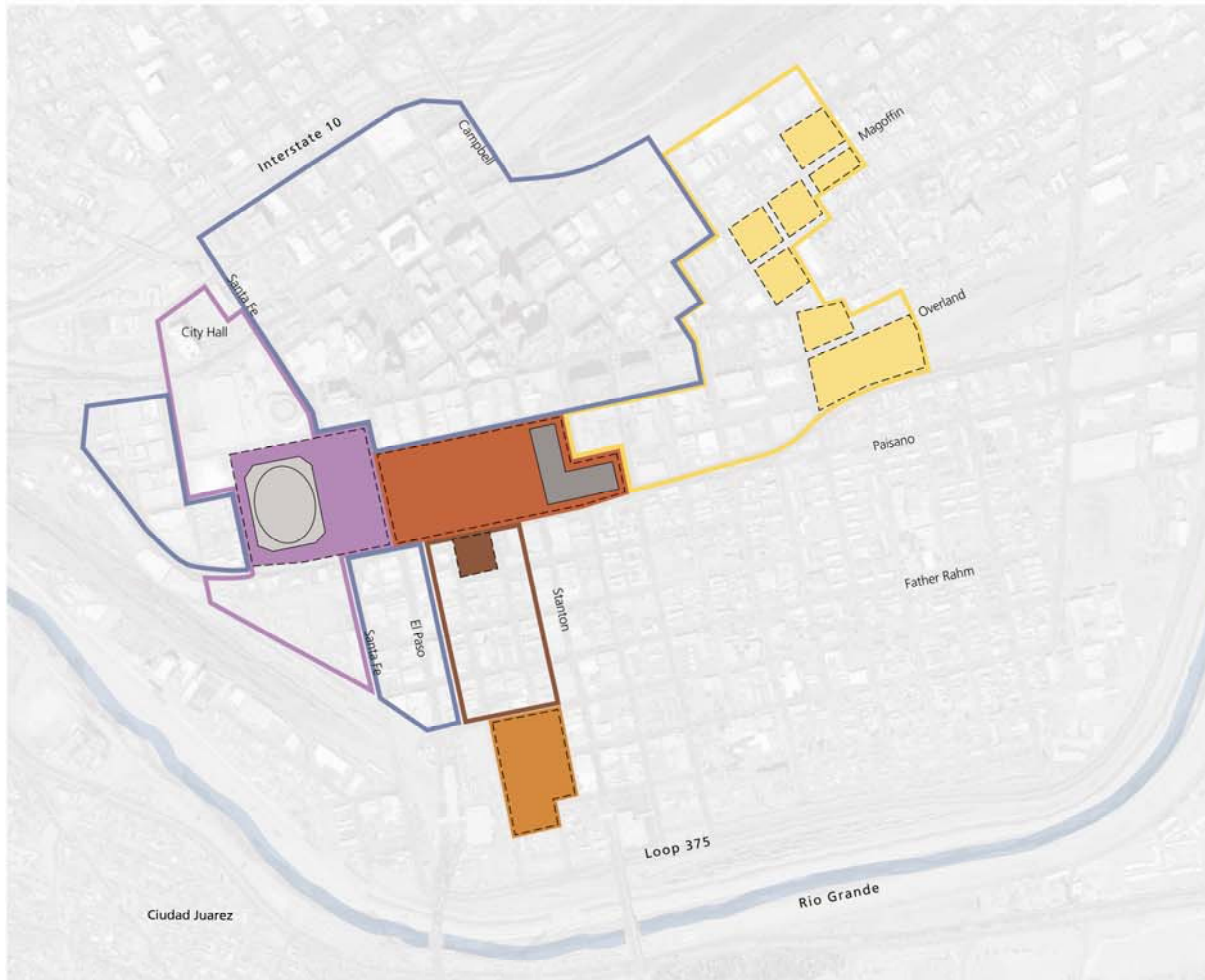
Building Types and Forms: Commercial/Residential Block

Action Plan

Implementation Strategy

- Focus on attracting early and significant **private sector investment** to targeted areas of downtown
- Clear **public framework of improvements** that must accompany the new private investment
- Package of **incentives and policies** that will encourage and energize continued and more expansive investment

Key Catalyst Projects



Catalyst Projects

- First Street Retail Core
- Arena/Entertainment
- Mercado
- Border Retail
- Residential Development

- Arena Anchor
- Major Retail Anchor

Redevelopment Districts

- First Street: Lifestyle Retail District
- Santa Fe Street: Entertainment/Convention/Arena
- Oregon/Mesa: Mercado District and Residential
- Rio Grande: Border Retail
- Magoffin/San Antonio Neighborhood: Residential Mixed Use Downtown Incentive District (formerly district 6)
- Historic Incentive District

[illegible]

Options for Phase One Implementation Actions (0 – 9 Months)

1. Approve Downtown Plan (CPC and CC)
2. Establish Public Funding Mechanisms
3. Establish Redevelopment Office / Corporation
4. Prepare Mixed Use Overlay for Downtown Plan Area
5. Define Catalyst Projects and Prepare Project Phasing Plan

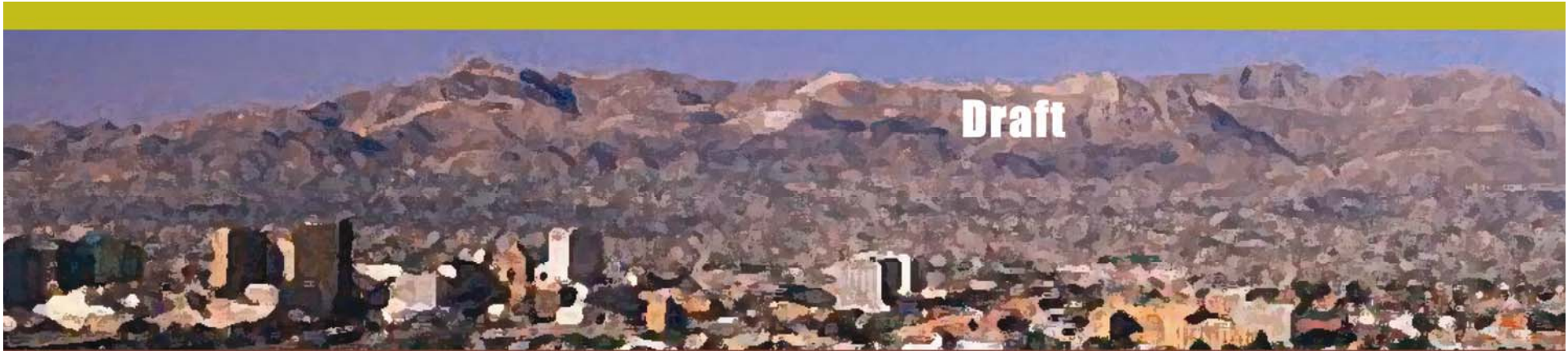
Detailed Project Descriptions

Detailed Cost Analysis

Public Improvement Requirements

Market Analysis/Project Pro Forma(s)

Relocation Plan



Draft



September 2006

El Paso

DOWNTOWN 2015 PLAN



©SMWM 2006. SMWM (and/or its consultants) owns all copyrights, other intellectual property rights, and other interests in this work product, and it is protected by United States copyright laws and international treaty provisions. SMWM's work product may not be copied, reused, or transferred to any third party without SMWM's written consent.